

NO. 35 FEB 2024

MAD

OUR PRICE \$5.99 CHEAP!



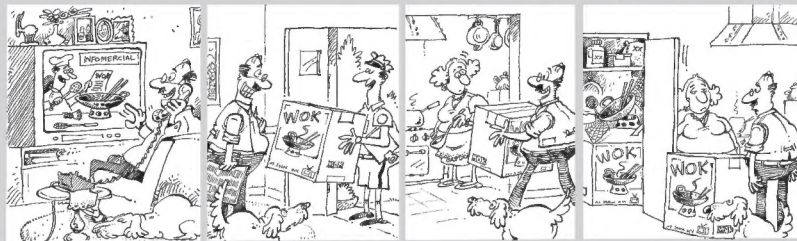
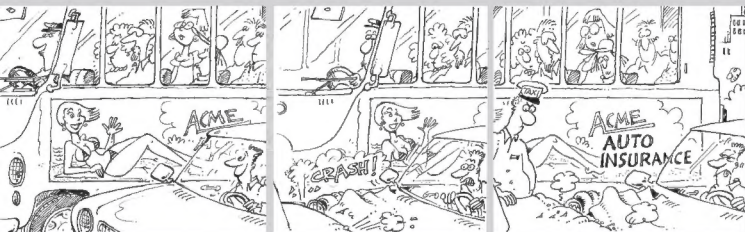
PICTS
TENTIE!

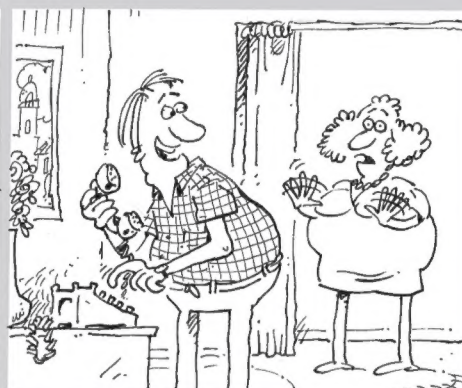
MAX KORN
WAS HERE

MADMAG.COM



A MAD LOOK AT ADVERTISING





WRIGLEY'S SPEARMINT GUM, GUM, GUM...
CARRY THE BIG FRESH FLAVOR
WHEREVER YOU GO, WHATEVER YOU DO...



Advertising has become so unbelievable that we no longer expect products to cost as little or perform as well as we're promised they will. In fact, the approach taken by advertisers has lost all touch with reality. So we just browse through magazines or stare glassy-eyed at TV and let the sponsors' incredible claims flow right past us without even bothering to resent the fact that we're being fed a steady diet of baloney. MAD urges its readers to become more alert amid the snow jobs that are piling up drifts all around them. Start analyzing those ads you now ignore, and see how few you can force yourself to swallow once you actually pay attention to them! Because...

ADVERTISING MAKES YOU WONDER...

ADVERTISING MAKES YOU WONDER...



... whether anyone in real life would actually walk into a crowded drug store and loudly start discussing his hemorrhoids with the pharmacist.

ADVERTISING MAKES YOU WONDER...



... what the banning of cigarette commercials on radio and TV has proved, except that the tobacco companies can save advertising money and still sell their products!

ADVERTISING MAKES YOU WONDER...



... why a company that doesn't own a blimp should necessarily make better—or worse—tires than a company that does own a blimp!

ADVERTISING MAKES YOU WONDER...



... what's so great about being able to call anywhere in the country after 11 P.M. for 85¢, unless you have lots of far-away friends you love to wake up in the middle of the night!

ADVERTISING MAKES YOU WONDER...



... why stores only offer real bargains at their "Going Out of Business" sales when they wouldn't have had to go out of business if they'd lowered their prices earlier!

ADVERTISING MAKES YOU WONDER...



... why a politician would spend \$10,000 on a full-page newspaper announcement to tell you he's a poor man in need of your contribution!

ADVERTISING MAKES YOU WONDER...



... how companies invariably know that their offers are being made "... for a limited time only!" but they never seem to be able to tell you what that time limit will be!

ADVERTISING MAKES YOU WONDER...



... why your choice of deli products should be influenced by what an inarticulate three-year-old on TV tells you he prefers to eat!

ADVERTISING MAKES YOU WONDER...



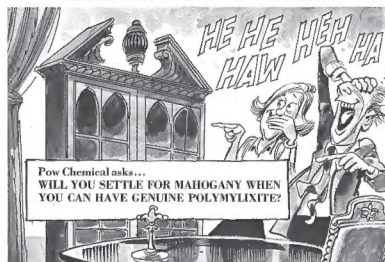
... how breweries can claim their "New Light Beer" is a "major scientific discovery" when simply adding water doesn't seem like much of a discovery at all!

ADVERTISING MAKES YOU WONDER...



... whether any marriage was ever actually saved because the wife found a product that reduced static electricity in her husband's newly-laundried socks!

ADVERTISING MAKES YOU WONDER...



... how companies that make up a patented name for their own particular variety of plastic think that's going to prevent you from noticing that the stuff is still plastic!

ADVERTISING MAKES YOU WONDER...



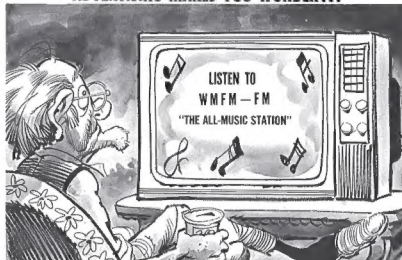
... why a gorgeous model, who has the world at her feet, would ever have to worry about choosing the right brand of "kitty litter"!

ADVERTISING MAKES YOU WONDER...



... how you get on mailing lists to receive sales letters that speak of "busy executives like yourself" when you're not even out of high school yet!

ADVERTISING MAKES YOU WONDER...



... why radio stations buy commercials on TV stations merely to announce that you'll encounter fewer commercials on radio stations than you will on TV stations!

ADVERTISING MAKES YOU WONDER...



... exactly how the "cheapest motel in town" cuts corners on room maintenance so it can afford all those big expensive billboards out on the highway!

ADVERTISING MAKES YOU WONDER...



... why the auto makers, who have always known how to make gasoline engines that go 25 miles to the gallon, never showed any interest in doing so until recently!

ADVERTISING MAKES YOU WONDER...



... what oddball type of car can use those tires you see offered for "only \$19" when the size that fits your compact always seems to cost \$49.50!

ADVERTISING MAKES YOU WONDER...



... how a coffee company that just raised its price by a dollar a pound has the gall to send you coupons good for 50% off on every pound you buy at the new price!

ADVERTISING MAKES YOU WONDER...

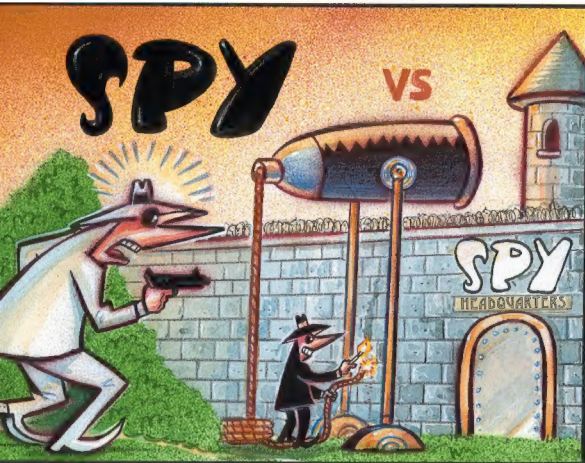


... where Supermarkets, claiming to sell at rock bottom prices, get all that extra money to run contests that give away free Hawaiian vacations!

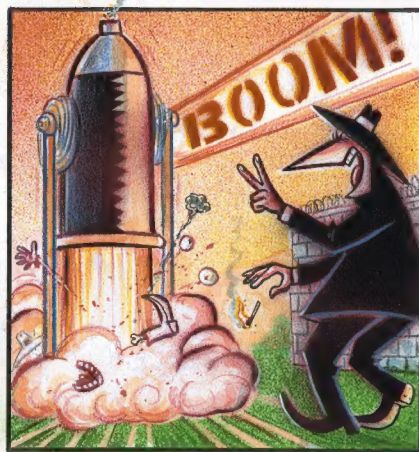
ADVERTISING MAKES YOU WONDER...



... why 75 million American men placidly ate mashed potatoes all those years if every one of them would have really preferred stove-top stuffing with his chicken!



SPY VS SPY



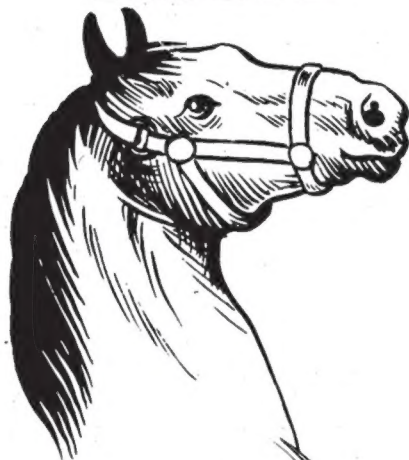
KUPER

WRITER & ARTIST PETER KUPER

ORIGINALLY PUBLISHED IN MAD #172, DEC 1968

MAD ARTISTS' RESPONSE TO AN ARTICLE

DRAW THIS FIGURE



WE'LL EVALUATE YOUR
ARTISTIC TALENT FREE!

HORSE DRAWERS' ART INSTRUCTION SCHOOL

Penthouse Suite
Odd Fellows Bldg.

Endless Plains,
Kansas

I enclose my horse. Please evaluate it and
let me know if I have enough talent to be-
come a paying student in your Art School.

NAME Don Martin

NAME Bob Clarke

NAME Jack Rickard

NAME Paul Coker, Jr.

NAME Al Jaffee

NAME Sergio Aragones

NAME Angelo Torres

NAME Dave Berg

NAME George Woodbridge

NAME Antonio Prohias

NAME Mort Drucker

NAME Jack Davis

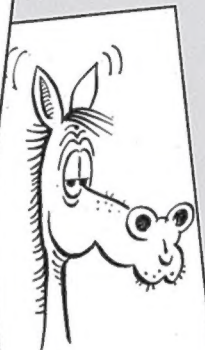
ADDRESS MAD Magazine

CITY New York,

STATE New York 10022



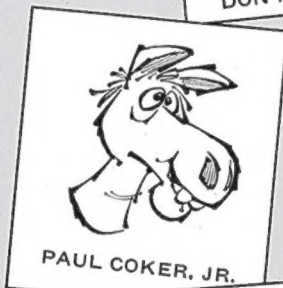
JACK RICKARD



DON MARTIN



JACK DAVIS



PAUL COKER, JR.



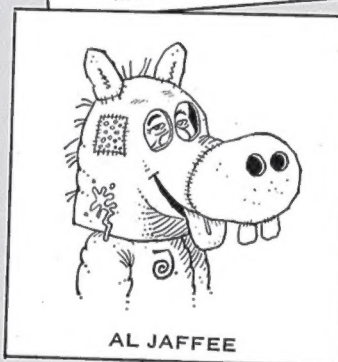
ANGELO TORRES



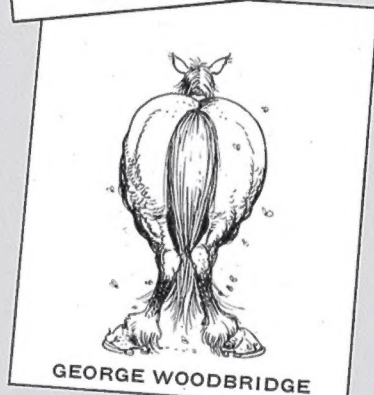
MORT DRUCKER



SERGIO ARAGONES



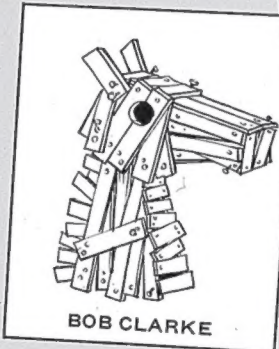
AL JAFFEE



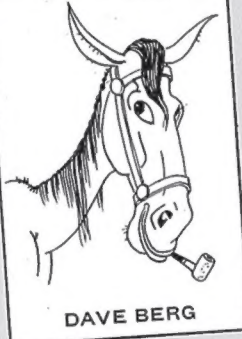
GEORGE WOODBRIDGE



ANTONIO PROHIAS



BOB CLARKE



DAVE BERG

HORSE DRAWERS' ART INSTRUCTION SCHOOL

INTER-OFFICE MEMO

Sid - We got some "live ones"
here! Not an ounce of
talent in the bunch!
Sign 'em up - quick! Art

SAD MEN

Before I give my speech, I need a drink! I'm Grogger Spilling — senior partner at the Spilling Hooper ad agency. I'm what the early sixties advertising world is all about. It's all Waspy white guys! Women are second class citizens. There is no equal pay for equal work. There are no gays, no Jews, no minorities, no immigrants. Even people with a tan have trouble getting in the door! I'm on my third drink and second wife. The scotch is aged 30 years, which is six more than my new wife! God, I'm looped! Okay, the speech is over. I need a refill. And keep them coming for the next five pages!

I'm **Peggy Woesome**. I started out as a **typist** but I've **worked hard** and I've come a **long way!** Now I'm a **speed typist!** I'm also a **copywriter**. Grogger may be **sloshed**, but he's **right** about one thing — **women ARE second class citizens**. Around here, **women don't work with the men** in the office, they **work under** them! Which explains how I ended up **pregnant during my first year** here!

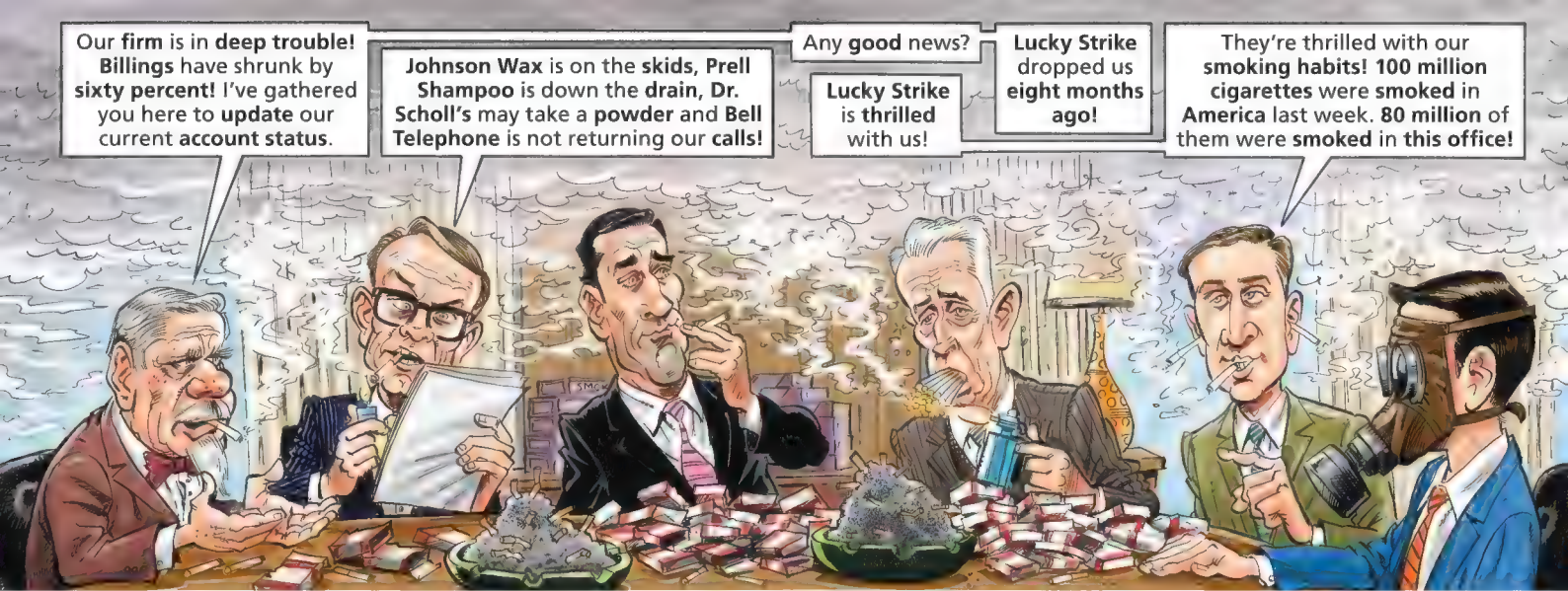
I'm Dom Dripper, creative director at Spilling Hooper! I'm a brilliant, smooth talking, hotshot ad man! In the boardroom or the bedroom I get rave reviews. I can sell floor wax to the public and I can sell myself to women. In either case, I promise no scuff marks! I don't know what that means, but I don't have to. I'm Dom Dripper. I'm a legend!

I have a **tangled personal life** and often go off on **drunken binges**. Through it all, I manage to **look perfect**. Doesn't matter if I'm in a fancy restaurant in New York or my head is stuffed in a toilet in Tijuana, I always have a **perfectly pressed suit** and a **perfectly pressed white shirt and collar**. At the next Clio Awards ceremony, where I'm again named **Ad Man of the Year**, I'm going to thank the man most responsible for my success — my **dry cleaner!**

I'm Pleat Crumble. I'm the go-to-guy for obnoxiousness! I'm pretentious, ambitious, smug, pompous and slimy. I'd come up with *more* adjectives, but I don't have the skill! I'll let Preggy come up with them and then just take credit. Who really cares? She's a girl. It's the sixties. It's allowed. My official title at Spilling Hooper Executive Account Weasel!

I'm Jutt Holiday. I run the office here at Spilling Hooper. I schedule meetings, I solve problems. If I have to, I can take shorthand, I type 800 words a minute, I was voted "Miss Carbon Paper 1961"! But no matter how brilliant I am, no matter how dazzling my stenographic skills, as far as the guys in the office are concerned...I'm a total bust!





Our firm is in deep trouble! Billings have shrunk by sixty percent! I've gathered you here to update our current account status.

Johnson Wax is on the skids, Prell Shampoo is down the drain, Dr. Scholl's may take a powder and Bell Telephone is not returning our calls!

Any good news?

Lucky Strike is thrilled with us!

Lucky Strike dropped us eight months ago!

They're thrilled with our smoking habits! 100 million cigarettes were smoked in America last week. 80 million of them were smoked in this office!



Let's celebrate. Let's have a drink!

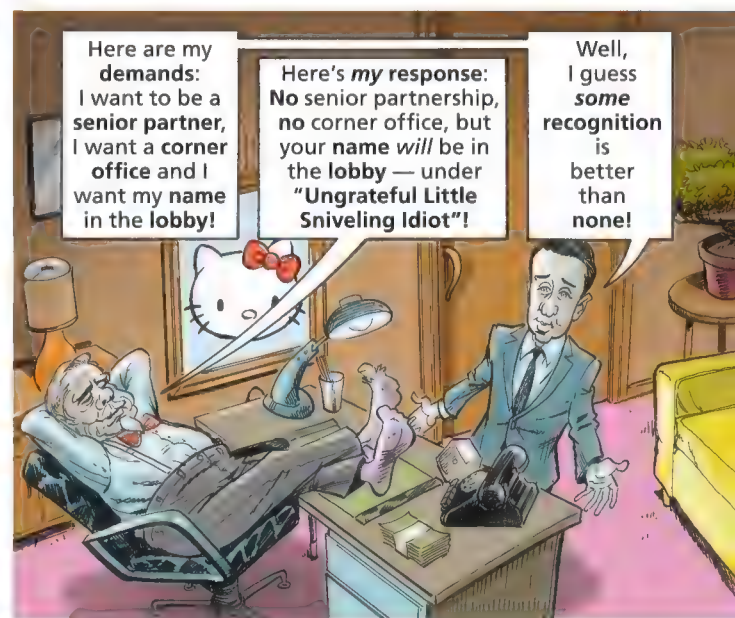
We're losing accounts. What are we celebrating?

It's a week with a Thursday in it!

You've got to slow down, Grogger. It's nine thirty in the morning!

This weekend we turned the clocks back. It's actually *ten thirty* in the morning!

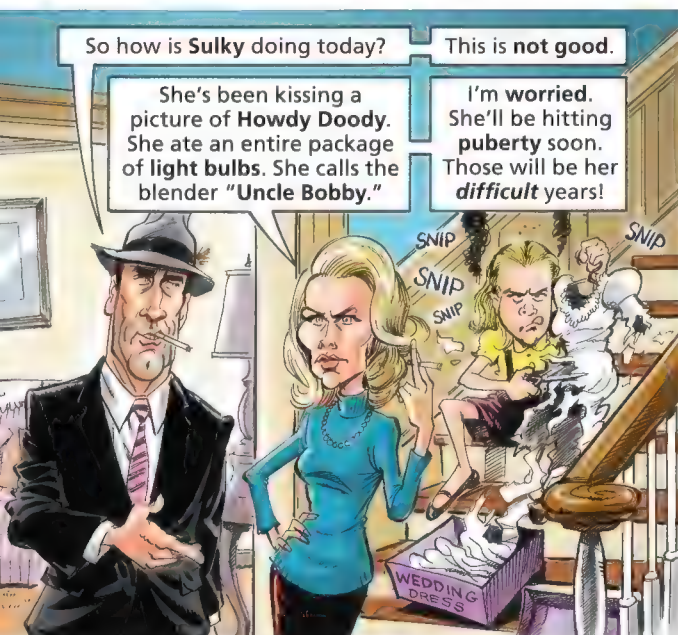
In that case, I'll have a double!



Here are my demands: I want to be a senior partner, I want a corner office and I want my name in the lobby!

Here's *my* response: No senior partnership, no corner office, but your name will be in the lobby — under "Ungrateful Little Sniveling Idiot"!

Well, I guess *some* recognition is better than none!



So how is Sulky doing today?

This is *not* good.

She's been kissing a picture of Howdy Doody. She ate an entire package of light bulbs. She calls the blender "Uncle Bobby."

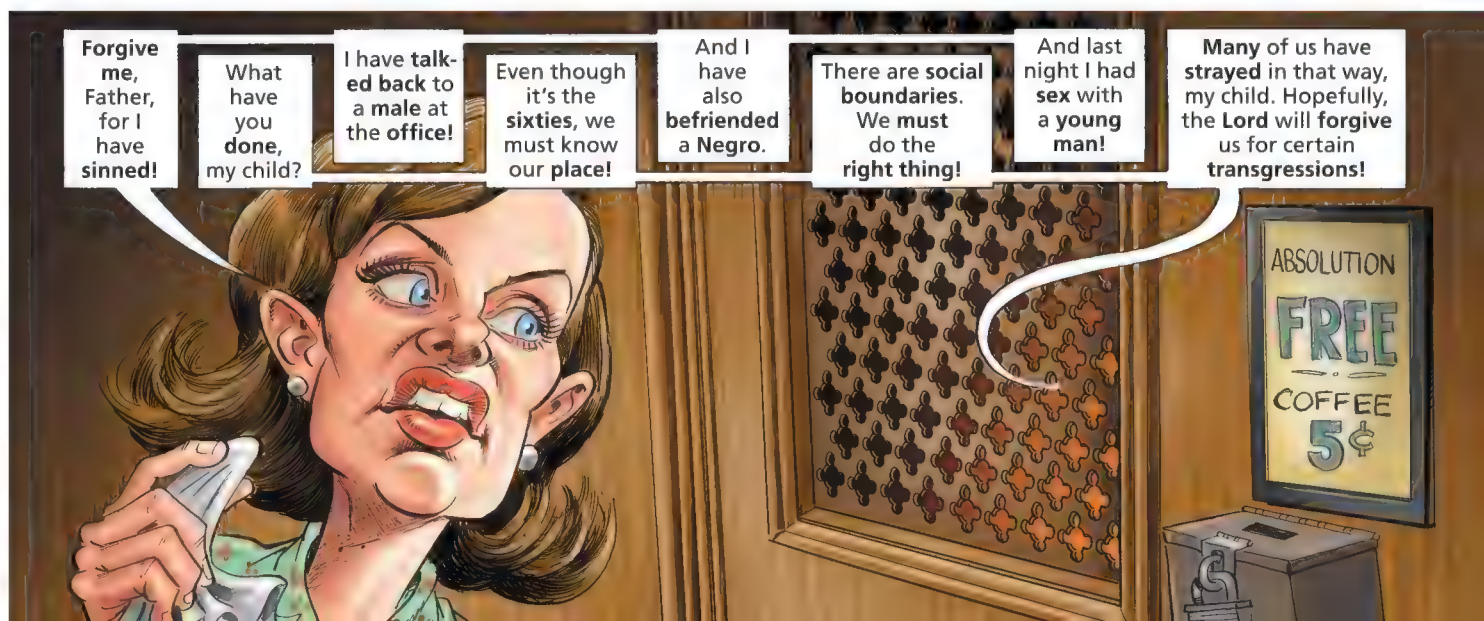
I'm worried. She'll be hitting puberty soon. Those will be her *difficult* years!



Sulky, what is it? Why all this rage and anger?

I'm the product of a broken marriage, I've got this creepy step-father and you and Mom never showed me any love or affection!

That's *not* true! We've always wanted what's best for you. Now take some aspirin. I have all these free samples! And wash them down with this fabulous 20-year old scotch! You'll feel so much better!





I think I finally found the right woman. You're the one, Fate!

I don't think so, Dom, and here's why...

90% of dark-haired males in the age 30-44 demographic who once served in Korea have trouble settling down. And 82% of good-looking men with a mysterious past who chain smoke Luckies, wear white shirts, like porterhouse steak, hate chicken pot pie and enjoy Newhart albums make horrible marriage partners!

Note to self: Never ever again date a market research consultant!



Say you'll Marry me, Muggin!

Wow, this is very sudden!

All my other relationships were complicated! You're different. You're sweet. I see no problems with you. So I'm asking you to be my wife! Will you take my name?

Which name? The identity you stole from a dead soldier named Dom Dripper, or the birth name you're ashamed of — Dirk Whiteman?

Hmm. I'm starting to see some problems, after all!



I have great news! We've merged with a major ad agency. We've inherited a whole new bunch of accounts!

Who ARE these accounts?

They're all blue chip companies! All sound financially. All have a tremendous future — well into the next century!

The Johns Manville Company... they are the King of Asbestos!

The Hearst Newspaper Chain. Newspapers will always be with us. Print will never die!

Underwood. One of the world's most respected typewriter companies. Nothing will ever replace typewriters!

They also represent Gimbels Department Store and E.J. Korvette. Gentlemen, we have hitched our wagon to a gold mine!

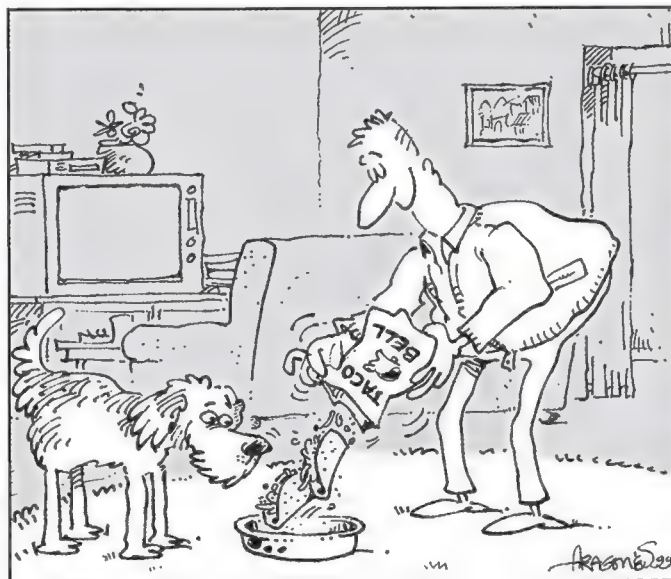
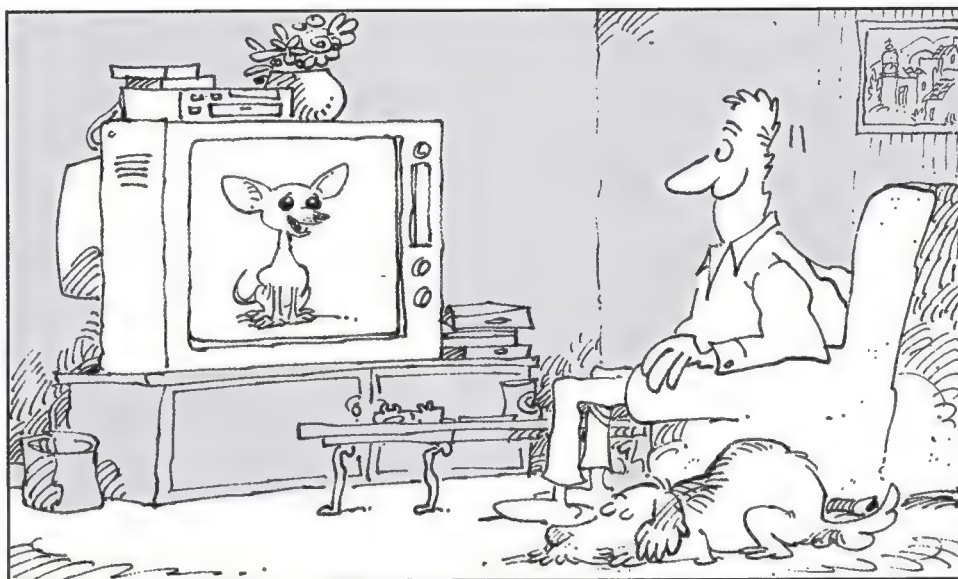


We're rich, Grogger! We're in for shares!

As a consultant?

I'm not hanging around! I have a lucrative offer from Johns Hopkins Hospital.

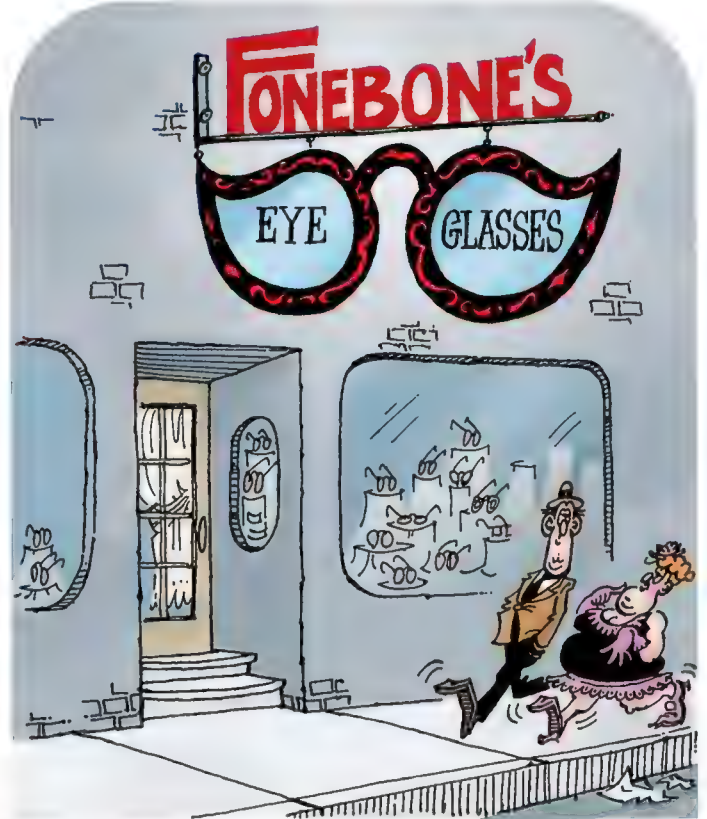
As a human specimen. They're studying my liver!



WHILE STROLLING THROUGH THE CITY



WRITER & ARTIST **DON MARTIN**



COLORIST **CARL PETERSON**





Jim Dear —
 The kids made
 this! I drank some!
 It tasted funny!
 Now I've got a
 pain in my stomach!
 I think I'll run
 over and see
 Doctor Miller

A MAN
 AS HARMY



INSTANT
 ANTIDOTE
 FOR
 ADULTS
 FOOL
 ENOUGH
 TO BUY
 SOFT
 DRINKS
 LITTLE
 KIDS MAKE

There's always a need for Fool-Aid. The hideous grin on the pitcher tells you it's indispensable. Warm weather brings out hordes of enterprising kids who set up soft drink stands in every neighborhood. The only trouble is: you can't be sure what the little monsters use to make the stuff. So be prepared! Always carry Fool-Aid — the instant antidote for poisons taken internally.





If you're a typical MAD Reader, you know that television commercials insult your intelligence—mainly because we've told you, although you lack the intelligence to figure out why. So now, we're gonna tell you why! The tricky thing about TV commercials is that they don't quite lie to us...they just bombard us with so many favorable statements, statistics, endorsements, homey playlets, and "scientific" comparison tests that we never really think about the important and unfavorable facts that have been deliberately left out. Here, then, is MAD's idea of what it would be like if...

IF TV COMMERCIALS TOLD US EVERYTHING

WHAT THEY TELL US ...

My 14-year-old son, Blinky, spends all his after-school hours rolling on our front lawn! Just look at these stubborn grass stains ground into his tee shirt! Getting them out is a job for "TIDY"... the heavy-duty laundry detergent!



I never would have believed it! After only one washing in "TIDY," the grass stains are miraculously gone, and the vividly colored stripes are back in Blinky's tee shirt! It takes a strong laundry detergent to do that!



WHAT THEY TELL US ...

No place in the world... except on IGNITED AIRLINES... can First Class passengers enjoy watching exciting National Hockey League highlights as they fly from New York to Los Angeles!



And no place in the world can you dine on Prime Roast Beef that compares to that served in the First Class section of IGNITED's Coast-to-Coast flights!



THE PART THEY LEAVE OUT ...

It ALSO takes a strong laundry detergent to do THIS! After only three MORE washings in "TIDY," the vividly-colored stripes are ALSO miraculously gone... along with the REST of the shirt!



THE PART THEY LEAVE OUT ...

Of course, IGNITED's First Class fare is \$257, compared with only \$182 in Coach! So... like I said... there's no place in the world where you can pay \$75 to get a dish of Roast Beef and a re-run of an old Hockey game!



ARTIST: GEORGE WOODBRIDGE

WHAT THEY TELL US ...

It's true, friends! The "HUNDRED BEST-SELLING SONG HITS" of all time are now available on this single Long Playing Record for only \$7.98! Just think of it...!



WHAT THEY TELL YOU ...

With the help of these average housewives, we're going to show you how the nuisance of sticky pots and pans can be avoided by cooking in pure "FAZOOLA OIL"!



Nine out of ten of our typical homemakers discovered that eggs fried in "FAZOOLA" slide off the pan more easily than those cooked in any of the other leading oils!



THE PART THEY LEAVE OUT ...

Nine out of ten ALSO discovered that eating slippery eggs can be a nauseating experience! But if you'd rather throw up than scrub a few dirty pots and pans, then you'll just love "FAZOOLA OIL"!

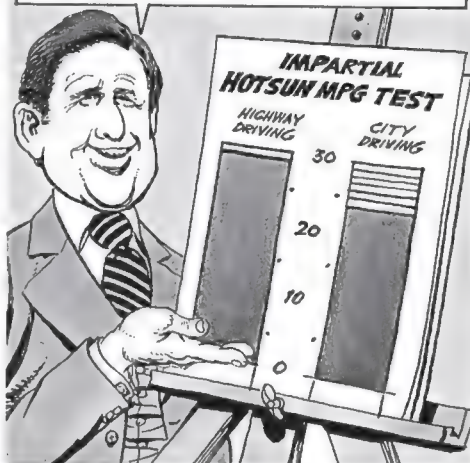


WHAT THEY TELL US ...

Some manufacturers offer one-time cash rebates when you buy a new car! But with a 1976 "HOTSUN," you GO ON saving money every mile you drive!



In a recent impartial test, a fully-equipped "HOTSUN" averaged 29 miles to a gallon in highway driving . . . and 24 miles to a gallon in city driving!



THE PART THEY LEAVE OUT ...

Interestingly, I notice here that the same professional driver, riding on equally over-inflated tires, averaged 28 miles to a gallon in a Cadillac Eldorado . . . and 27 in a Mack Truck!



WHAT THEY TELL US ...

We're using these stopped-up sinks to compare the effectiveness of "YICKY PLUMBER DRAIN OPENER" against that of the other two leading brands . . .



In seconds, "YICKY PLUMBER" unblocks the drain in the sink, while the other two brands are still at work! That's because "YICKY PLUMBER" contains a combination of powerful ingredients that cut right through food, grease and hair that can clog your drain!



THE PART THEY LEAVE OUT ...

Naturally, those powerful ingredients also cut right through the copper and steel pipes that keep food, grease, hair and other yech from spilling all over your floors in the first place!



WHAT THEY TELL US ...

Tired of the nightly chore of scrubbing your dentures by hand? Then watch this demonstration: We're dipping a string of pearls made of denture material into this pot of boiling cherry preserves!

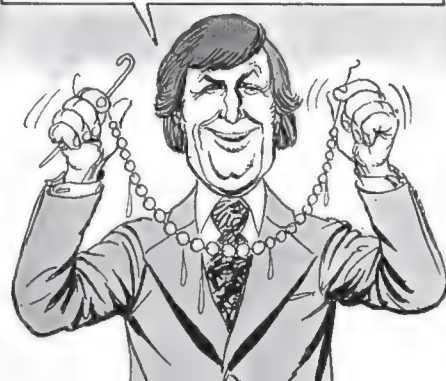


Now, we're placing the pearls in miraculous new "FIZZODENT!" Notice how "FIZZODENT's" bubbles work like millions of tiny brushes to clean stains away, even in hard-to-reach places between the pearls! So now you've seen the proof!



THE PART THEY LEAVE OUT ...

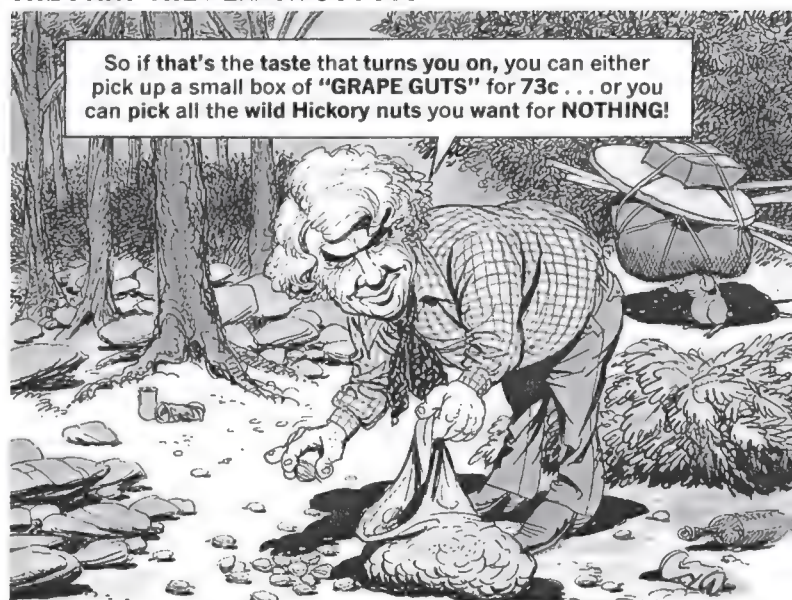
Proof that "FIZZODENT" works great if you happen to have round teeth held together by flexible string with lots of open space between them! But what it proves about cleaning NORMAL dentures, I really couldn't say!



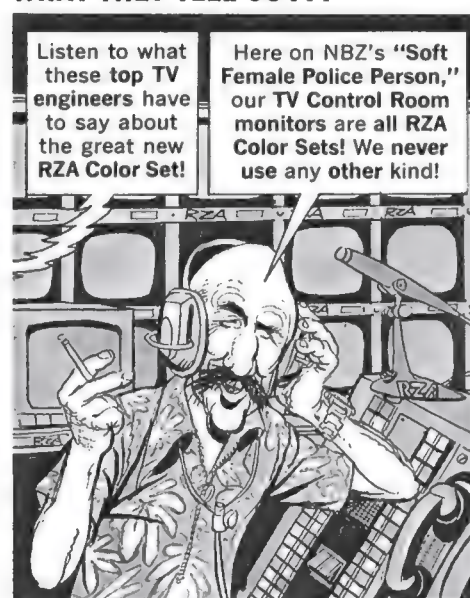
WHAT THEY TELL US . . .



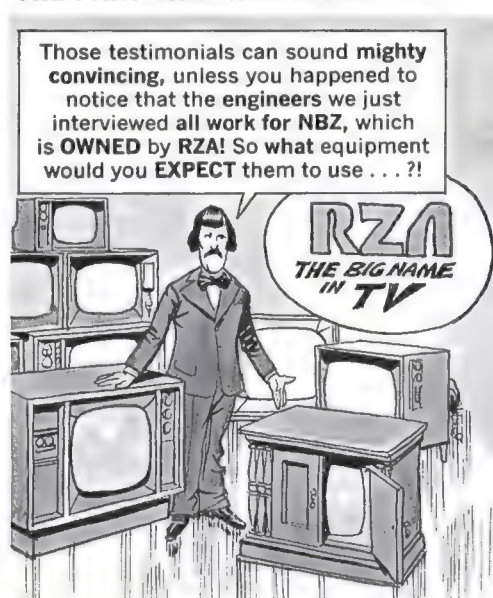
THE PART THEY LEAVE OUT . . .



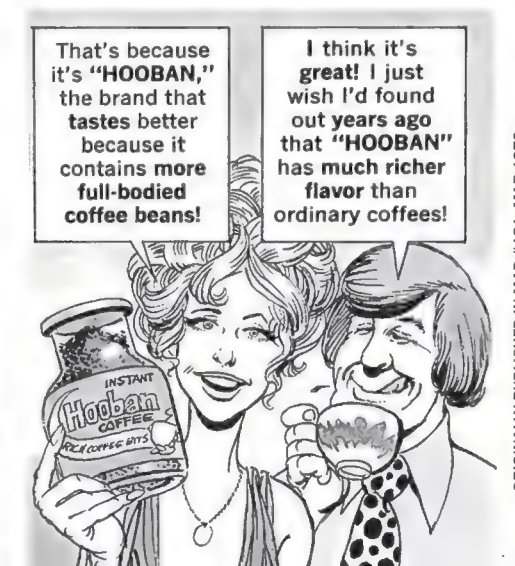
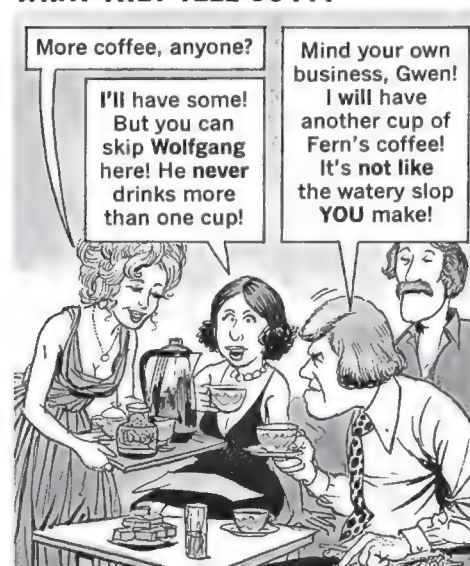
WHAT THEY TELL US . . .



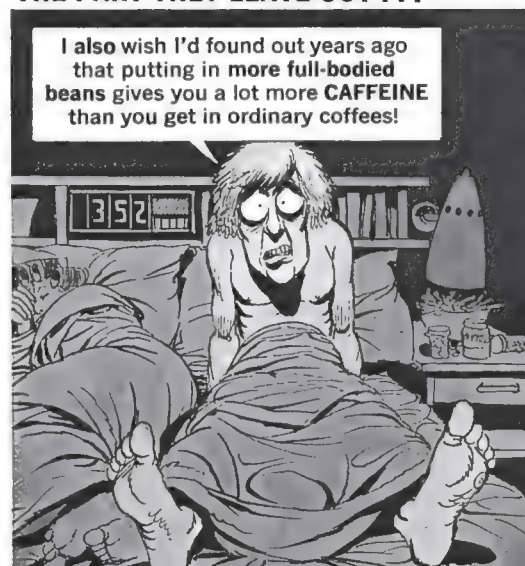
THE PART THEY LEAVE OUT . . .



WHAT THEY TELL US . . .



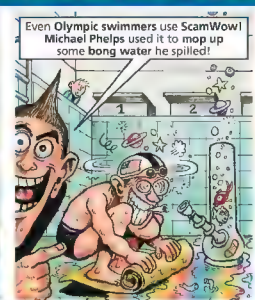
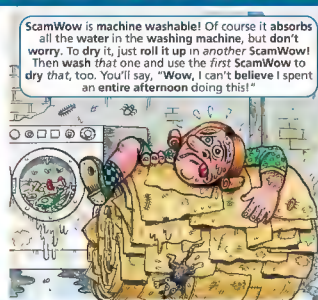
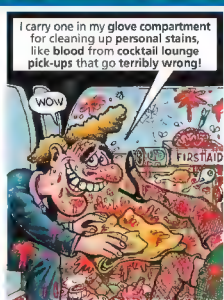
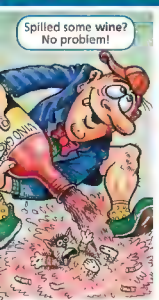
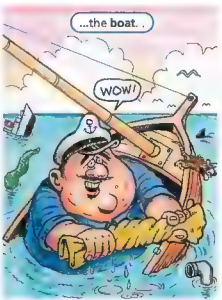
THE PART THEY LEAVE OUT . . .



THERE'S A SOAKER BORN EVERY MINUTE DEPT.

A TV COMMERCIAL WE'D LIKE TO SEE

WRITER DICK DEBARTOLO ARTIST TOM BUNK



ORIGINALLY PUBLISHED IN MAD #501, DEC 2009

With billboards coming down all over the country in an effort to "Beautify America," the creative geniuses on Madison Avenue will have to come up with something to take their place ... something with just as much visual impact. Which brings us to this article. (Okay, smarty-pants, so turning the page was what brought you to this article!) Here, then, are several MAD suggestions for ...

MORE EFFECTIVE ADVERTISING SPACES

WRITER PAUL PETER FORGES ARTIST BOB CLARKE






POLLUTING THE FLAG DEPT.




In our crass, vulgar society, product placement is everywhere—there's Dr. Pepper in Spider-Man, the Lakers play at the Staples Center and professional boxers even have website names painted on their backs! So what's keeping the federal government from selling out The Pledge of Allegiance? Sure, it goes against everything our country was founded on—but, more importantly, if we list a bunch of products in the pledge, it'd also make us a ton of money! (And isn't that what our country is all about now?) Here's what you can expect...

WHEN THE
GOVERNMENT
ALLOWS PRODUCT
PLACEMENT IN
THE PLEDGE OF
ALLEGIANCE

iPod *allegra*,  Fab,

 UNITED 

BANANA REPUBLIC,  Chiclets VANS,

 Nathan's,  BOB, Disney 

Wisk LISTERINE, 

Jergens, 

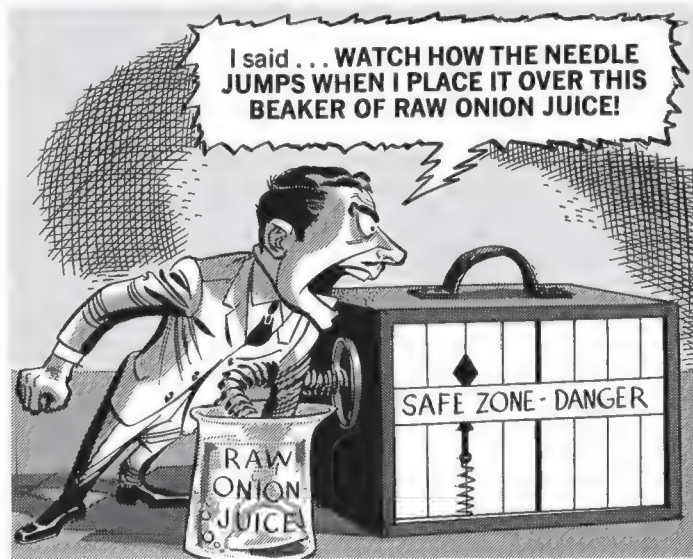
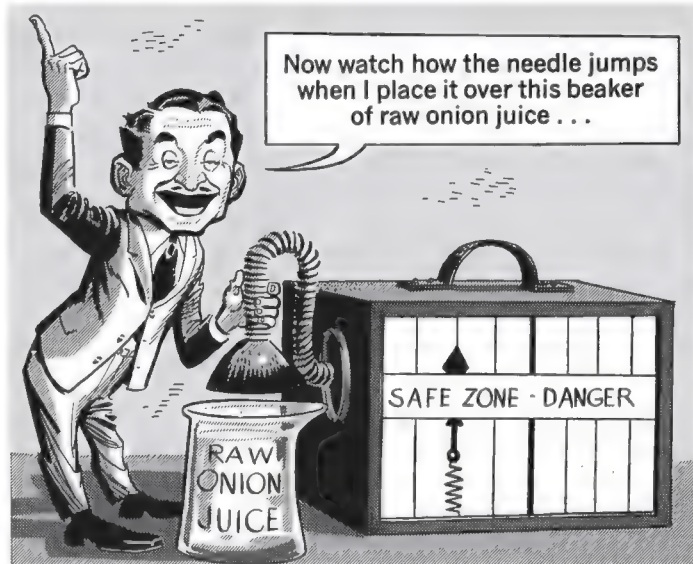
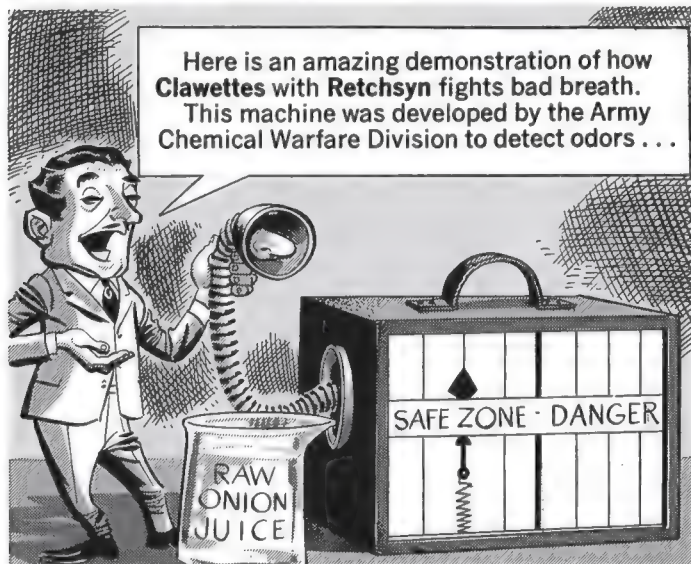


WRITER: DARRIN JOHNSON
ARTIST: TIMOTHY SHANEY

WE'D LIKE TO SEE

The Clawettes Commercial

ARTIST JOE ORLANDO



Let's

Kill off

RIDICULOUS AD CAMPAIGNS

Before Our Minds Go SNAP! CRACKLE & OOM-PAH-POP!

If you advertisers have to blow your own horns, why tie your products to unrelated activities? Mainly, what's eating a Breakfast Cereal got to do with playing a musical instrument. Boy... we just can't swallow that!

"Nuts to you each morning"



A MAD AD PARODY
PHOTOGRAPHER
IRVING "KRISPY" SCHILD



Some time back (MAD #81), we published "The MAD Plan For Beating TV Commercial Breaks" which offered suggestions and methods for effectively, productively and enjoyably filling the valuable time taken up by idiotic TV ads. Now, MAD offers the following article for those lazy slobs who just cannot bring themselves to leave their TV set for something constructive... who just sit there, enduring the pain of those ridiculous commercials. For you, MAD has created these

TV-COMMERCIAL AIDS

OR, HOW TO LIVE WITH TELEVISION COMMERCIALS— AND STILL NOT GO OUT OF YOUR EVER-LOVIN' MIND

WRITER & ARTIST AL JAFFEE



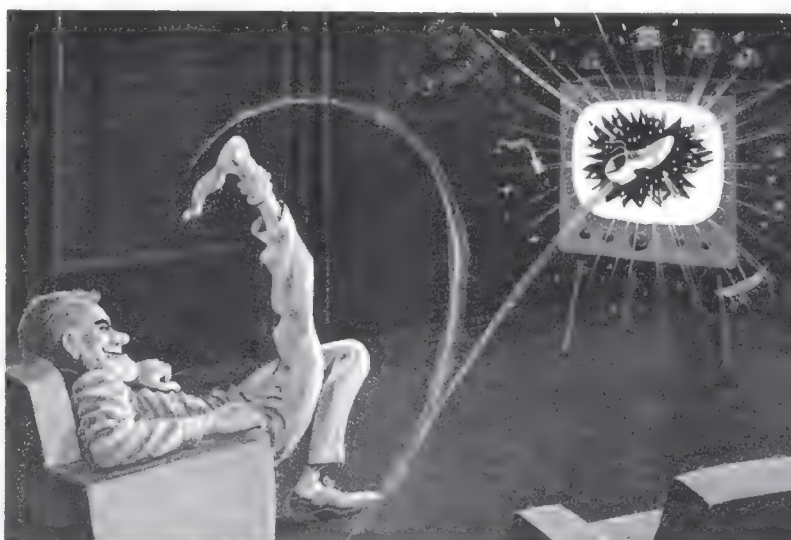
Aside from appealing to the moronic, the neurotic and the just-plain-sick, there's another irritating aspect to all TV commercials. This is especially apparent during late evening hours when the typical TV viewer is straining to catch the sound that has been purposely tuned very low so as not to disturb sleeping children or crabby neighbors.



Suddenly, the commercial comes on like a 21-gun salute—and the viewer must make a mad dash to the set in order to turn down the volume. Then he's got to stand there for three or four minutes while five or six commercials are run off and the program resumes. Only then can he dare to turn the volume up again and return wearily to his seat.

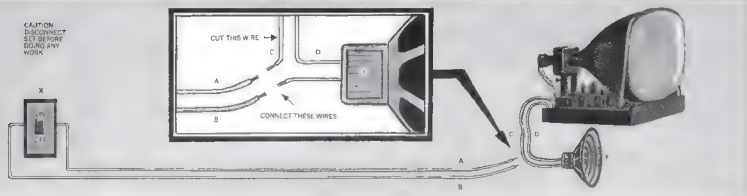


Some lucky set owners have remote control units that can turn sound down from across the room. But vast majority of viewers do not own them, and must run back and forth 20 or 30 times an hour to control commercial nuisance.



Many ingenious TV viewers, when they can no longer stand it, have spontaneously created a primitive form of remote control like the one shown above. Unfortunately, this has its limitations since it can only be used once an evening.

A SIMPLE REMOTE SOUND-CONTROL DEVICE THAT ANYONE CAN MAKE

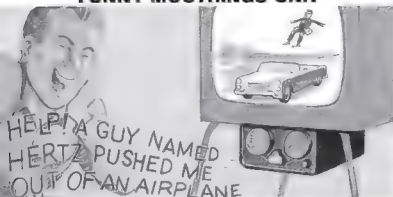


This is a simple Remote Control unit which any idiot can assemble and install, so ask an idiot to help you. Wires **A** and **B** lead from ordinary "On-Off" switch **X** (purchased at any hardware store) to TV set speaker **Y**. Note that TV speaker has two wires **C** and **D** which come from TV chassis. Cut one of these and connect ends of **A** to **B** to cut ends of speaker wire as shown in the close-up drawing. Tape bare splices, and your Remote Control is ready for operation.

ADDITIONAL COMPONENTS THAT COULD MAKE TELEVISION VIEWING ALMOST WORTHWHILE

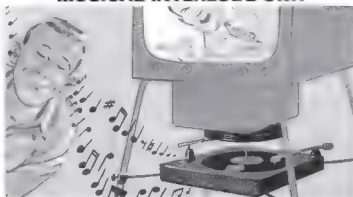
For the really dedicated TV-Commercial hater, the simple Remote Control "Sound-Off" Unit may not be enough. So here are some more sophisticated approaches to the problem. These can be assembled and installed in one or more units, depending upon how much time and money one wants to waste on this silly business. Just look at how much of it has been spent already just to bring you this article.

FUNNY MOUTHINGS UNIT



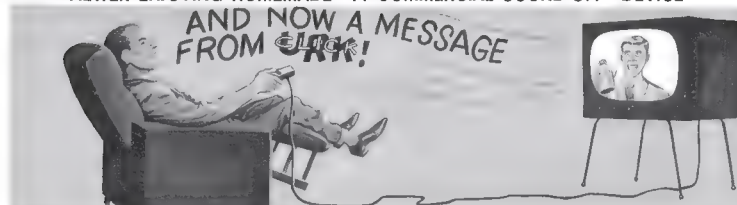
For many, a silent picture on TV may seem out of place, so this light-hearted device can be fun. It consists of a pre-taped dialogue which replaces the words of the commercial announcer when sound is knocked off, and makes his pitch even more idiotic than it actually is.

MUSICAL INTERLUDE UNIT



For those who may find ridiculous dialogue synchronized with a TV-commercial equally boring, this simple unit can be employed. It consists of recorded musical selections which start to play automatically when the sound is knocked off. You listen to soothing melody while announcer mimes.

VIEWER ENJOYING HOMEMADE "TV-COMMERCIAL SOUND-OFF" DEVICE



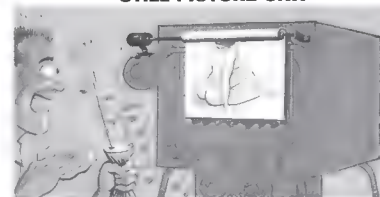
Imagine! Now—with this simple Remote Control Unit—just a flick of your finger and you've knocked off the sound and rendered ineffective an offensive TV commercial! And what fun it is, when you realize that you're destroying a commercial that cost the sponsor maybe \$50,000 or more to produce with a switch that cost maybe 50¢ to produce!

DRAW CURTAIN UNIT



This component is designed for those viewers who prefer not to have their musical interludes marred by repugnant pictures. It automatically closes curtain over TV screen when music comes on, eliminating disgusting views of bad breath, gassy stomachs, etc., so viewers can eat a snack.

STILL PICTURE UNIT



For those viewers who would not be satisfied to stare at a blank curtain while listening to a musical interlude, this component can be added. It automatically unrolls a full-color photo that is both pleasant and inspirational to look at while listening to music and eating a snack.

MOST COMPLETE REMOTE CONTROL UNIT POSSIBLE



Since a still picture is a poor substitute for live TV, this all-in-one unit will solve every problem. A motion picture projector unit is coupled with all others to go on when the sound is knocked off. Along with pre-selected travel pictures or action shots, the viewer can enjoy funny mouthings, or musical accompaniment or a combination of both. In fact, when TV programs them selves are bad, it provides good uninterrupted feature-length entertainment.

MOST EFFECTIVE REMOTE CONTROL UNIT POSSIBLE



However, after carefully checking out this season's TV offerings, we've come to the conclusion that the programs are just as irritating as the commercials, and that this is the best remote control unit that you can use. Now, instead of exposing yourself to television brain-rot, your mind can be elevated and nurtured by more worthwhile pursuits. Like reading. Frinstance. And we're not talking about reading this rag, you clod! Try something constructive!



ONE FRIDAY MORNING



WRITER & ARTIST **DON MARTIN**



COMIC BOOK ADS!

WHAT TYPE COMIC BOOK
AD READER ARE YOU? ARE
YOU THE FREELoader TYPE
WHO SENDS AWAY FOR ALL
THINGS MARKED "FREE"?



A cartoon illustration of a gorilla with a determined expression, holding a red sign that says "MONEY". The gorilla is surrounded by various currency labels: "PESOS", "BUSINESS", "CASH", "MOOLA", "D'ARGEN", "DOUGH", "MONEY", "DINERO", "LUCKY", "GELT", and "MONEY". The gorilla is wearing a red collar with a small bell. The background is white with a black border.

WRITER **HARVEY KURTZMAN** ARTIST **WILL ELDER** COLORIST **MARIE SEVERIN**

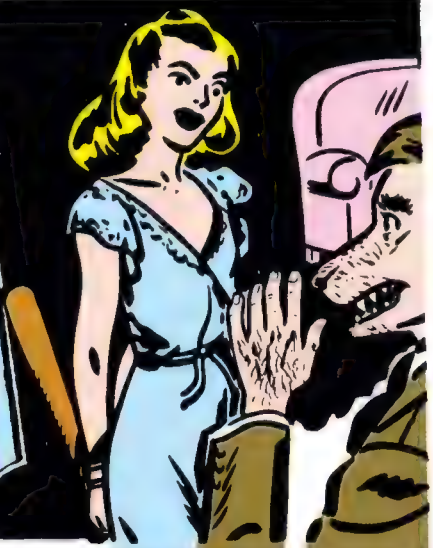
HOW TO HYPNOTIZE

IT'S EASY TO HYPNOTIZE...

when you know how!

Want the thrill of imposing your will over someone? Of making someone do exactly what you order? You do, do you? Shame on you, you dirty low-down no-good bum! Note illustration. Contrary to what your miserable mind may be thinking . . . it is the girl who is about to hypnotize the boy. Notice the position of her eyes which play important part in hypnotism. Also notice the position of her hand behind back which also plays most important part in hypnotism mainly since hand is holding baseball bat! To get your copy of our system of hypnotism, listen carefully and concentrate . . . concentrate . . . you are getting sleepy . . . sleepy . . . concentrate . . . go to your mother's pocket-book . . . you will take out \$1.98 . . . \$1.98 . . . concentrate . . . you will put it in an envelope with the coupon . . . **WITH THE COUPON** . . . concentrate . . . you will go out and mail it and then you will wake up and when you will forget you ever read this comic-book . . . **CONCENTRATE** . . . mail coupon to . . .

Concentrate Inc.,
998 98th St., N. Y. 98, N. Y.



CONCENTRATE... MAIL COUPON

Send me book on HOW TO HYPNOTIZE, oh master,
for which I enclose \$1.98.
If not delighted, you will send my money back although
I guess you will be delighted with my money

Name _____

Alias _____

Cave Number _____

GET PRIZES... MAKE MONEY

Look at the wonderful prizes shown below. They are just a few of the prizes I offer you without a cent of cost. Look at them! You want them, don't you? Admit it! By the way your beady little eyes are glistening and your tongue is hanging out, you know you want them! Heh heh heh... they're yours, you hear... all yours! All you have to do is sell packs of my beautiful Christmas Cards at 25¢ a pack and get your father to sign a paper I will send you marked "contract".

"Uncle," I'm good old friendly Louie, heh heh heh, and I've been helping boys and girls earn money for 36 years. I've been helping boys and girls earn plenty money... mainly for me.

BE FIRST IN YOUR NEIGHBORHOOD

Sell my pretty little packs to your family, friends and neighbors. It's easy. Even if they don't need the cards, they'll feel obligated to buy them. By gosh, you can embarrass every one of your relatives into buying a couple dozen packs. When sold — send ME the MONEY. Remember — ME, the MONEY.

Thousands of smart boys and girls have been earning prizes this way. You can too — mainly because thousands of dumb boys and girls have also been earning prizes this way.

SEND NO MONEY, HEH HEH - I TRUST YOU... YOU FOOL YOU
"Uncle" Louie Inc., Dept. Parks
Boobyville, U.S.A.

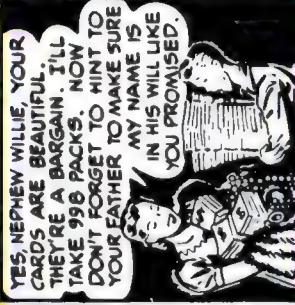
MAIL THIS COUPON Today

Please send me your BIG PRIZE BOOK and one order of 500 Christmas Packs. I will resell them at 25¢ each or else! ... send you the money and choose my prize.

Name _____

Bank Account Number _____

Address _____



I Will Send You Prizes Like These Without ONE CENT OF COST

Maybe with blood but without one cent of cost. MAIL Coupon for... heh heh... FREE Prize Book

YOUR OWN DRINKING CUP

Your prize for selling a mere 25 packs. Made especially for hiking and camping out. Your name on it (if your name happens to be Dixie). Very useful in all sorts of emergencies.



BEAUTIFUL WRIST WATCH for Boys and Girls

An Attractive Showpiece with Chromium case, Unbreakable Crystal, and Genuine Leather Straps! ... No messy old working parts inside, but an attractive showpiece. This watch is given without cost for selling just 500 packs of cards.



CADILLAC DELUXE CAR

This swell outfit is not a toy but the real thing. Be first in your neighborhood to have one... for selling only 20,000 packs of cards.



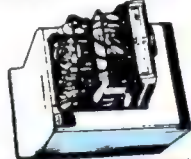
COLONIAL STYLE MANSION, COMPLETE

This swell outfit includes fully landscaped ground and a Southern exposure. Can be had for a mere 100,000 packs.



GENUINE DISH-WASHING MACHINE

Ideal for washing dirty dishes. Great fun, especially if you climb inside while in operation. This prize at no cost for merely selling 5,000 packs of cards.



CHEMISTRY SET



Perform feats of Chemical Magic. Make your own gunpowder and dynamite. This set for selling 100 packs.

REAL FACTORY



This swell outfit, complete with railroad siding and water tank will give you hours of fun. Yours without cost for selling 500,000 packs.

RAILROAD TRAIN AND CARS

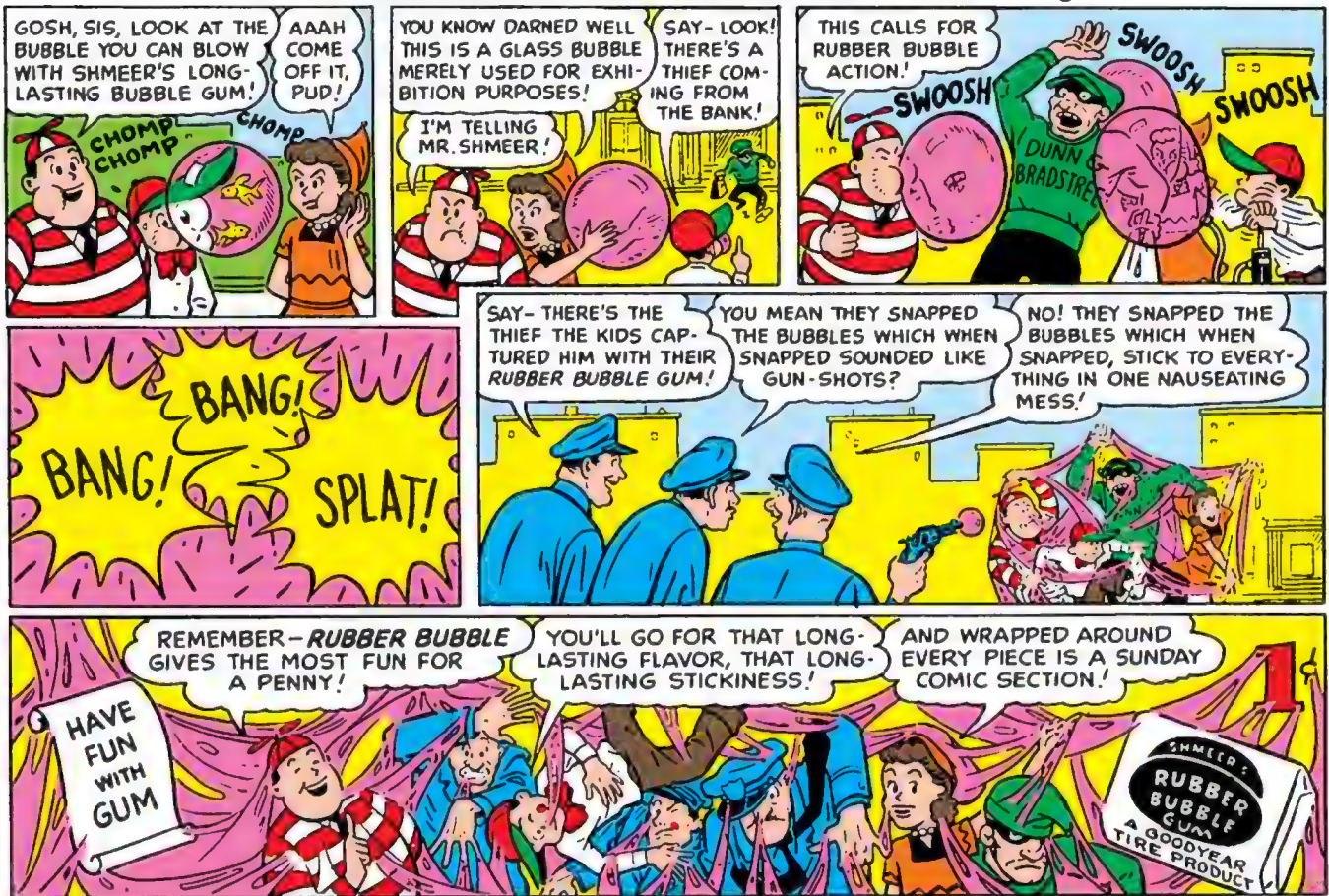


A genuine railroad train with pullman cars and caboose, fully equipped. Plus five miles of track to run on. Don't miss this outfit for 1,000,000 packs.

REAL FULL LENGTH STEAMSHIP



What fun you'll have running it on real steam. Has swimming pool n everything. Complete with five miles of salt-water to run on. Choice of Black or Green. 100,000,000 packs.



319

STAMPS

ALL-DIFFERENT

25¢

GUARANTEED \$5,000.98 CATALOG VALUE

We Guarantee Our Catalog Says So



HITLER HEAD


Perfect 45-45-00 triangle stamp. Comes with T-square stamp and can be used together on any drafting board.



TRIANGLE STAMP



T-SQUARE STAMP



DUTCH GUINEA

Be the envy of your stamp club. You can have this rarest stamp in the world for an additional \$1,000,000.98!



MONACO NUDES

Run get that 25¢ you head-eyed little rascal you!



C.O.D. STAMP

I'll bet none of your friends have this stamp. For 50¢ extra, we will include rubber C.O.D. stamper.

FREE!

MIDGET STAMP ENCYCLOPEDIA

- Smallest Encyclopedia in country
- Sure is small
- Contains two pages
- Profusely illustrated



YOU ALSO GET hundreds of thousands of other fascinating and unusual stamps from all over the fun-slugginer world — guaranteed \$5,000.98 Catalog Value! Look it up right in our Catalog if you don't believe — all for a lousy 25¢. Just think of the hours of fun you'll have poring through this giant collection — filling in hundreds of blank albums in your house — filling in hundreds of blank closets and attic spaces!

We're making this sensational offer — heh heh heh — to introduce you to our famous Bargain Approvals — which we'll send you for *free* examination. Heh heh heh! Free! Heh heh heh! No strings attached! Heh! Free! Heh heh heh heh! All we want is your soul. Just fill out the coupon and sign your name in blood. Hurry! Supply of these Bargain Packets is limited and besides we expect we're going to have to get out of town.

TROMP STAMP CO., Dept. Sanit.

98 Perforation Drive, Philadelphia, Pa.

Here's my 25¢. Shovel the stamps you described into a carton for me *plus* FREE profusely illustrated "Midget Stamp Encyclopedia" *plus* for FREE examination, Bargain Approvals absolutely FREE to look at all I want to look at for Free.

Name _____

Address _____

Lawyer's Name _____

**MORE
BEAUTIFUL
DANDELIONS
...LOOK!**

**ANNOUNCING
the new DANDELION
DEFENDER**

**BOLT ACTION WITH BREECH
AND MUZZLE COVER**

**No. 98 kar.
\$7.98**

NEW DANDELION CARBINE

Own Dandelion's newest, most beautiful gun. The first forced-feed, 50-shot lever-action Dandelion in 30 years. Bayonet attachment with novel saw toothed blade is something to see in action. This combination will make you the life of any party. Drag Dad to your dealers today.

**No. 1814
\$6.98**

NEW DANDELION FLINT-LOCK

Get this single action beauty. Crude but effective. This model uses an exceptionally large BB, $\frac{3}{4}$ of an inch in diameter which can blow a hole as big as your fist through a human body. Ask your dealer for a demonstration.

**DANDELION
GRAVITY-FED
REPEATER**

Buy this husky Repeater. Note novel detachable stock which turns rifle into pistol you can hide in your shirt. Packs a heavy wallop. Excellent for stopping a charging man. Try it on your dealer for a demonstration.

**No. 998 mav.
\$5.98**

**ASK YOUR DEALER OR MAIL COUPON FOR
FREE REMINDER KIT**



This kit will outline an elaborate campaign on how you can pester your Mom and Dad and make life unbearable for them until they get you that Dandelion Rifle that you want. Just think! If you can persuade your Dad to get you any Dandelion Rifle, it will be comparatively easy to talk him into getting another with the aid of your first hard-hitting Dandelion Rifle.

DANDELION BULLS EYE SHOT IS

**approved for use in
DANDELION
AIR RIFLES**

APPROVED BY US OF COURSE

the famous
**DANDELION $\frac{1}{2}$ SHOT
DED RYDER
COWBOY CARBINE**

IS ON DISPLAY AT YOUR DEALERS NOW AND IS

READY FOR CHRISTMAS!

That's right! Ded Ryder just rode into your favorite hardware, sporting-goods, and department store with some new **DED RYDER COWBOY CARBINES**. Dirty no-good bum! Imagine! His horse busted 7 showcases, to say nothing of what he did to the floors! Anyhow, go see Dandelion's famous Cowboy Carbine that holds 1,000 BBs. Just think how long you can hold the cops at bay. Handsomely modeled fore-end. Realistic full-oval, pistol-grip molded stock and handsome bayonet attachment. Be the envy and the terror of your neighborhood. For help in nagging your parents to get you one for Christmas, ask dealer for **FREE** reminder kit or send **FREE** coupon.

No. M-1, Gew. 98

Only \$5.75

**SHOOTERS!
TRY THIS
TRICK!**



**REMINDS THEM TO
GET YOU A**

**DANDELION
FOR CHRISTMAS**



MAIL COUPON!

DANDELION ARMS CO.
Dept. Defense, I.G. Farben, Europe
Please rush Dandelion Reminder Kit to me so's I can start working on the old man.

NAME _____

RIGHT HAND, please print

thumb	fore	middle	4th	pinky

Hi
Pal!
Win
\$100
as I
just
did!

Come on, Buddy, Quit being A BAG-of-BONES Weakling like I was

IN 10 MINUTES OF FUN A DAY YOU Can do ALL I did!

I gained 25 Terrific LBS. of **HANDSOME POWER-PACKED MUSCLES** all over!

DO YOU KNOW WHAT — I'M STILL A SLOB!

I improved my **HE-MAN LOOKS 1000%**

I won **NEW STRENGTH** for money-making work!
for WINNING at all SPORTS!

I won **NEW POPULARITY** Won NEW FRIENDS, BOYS & GIRLS
NEW CHANCES for BUSINESS SUCCESS

BEFORE

How did I do ALL This? My family is RICH so I did it ALL with MONEY! ANYHOW, I got

these **5** PICTURE PACKED HE MAN COURSES Which YOU can NOW get FREE

but don't worry, buy we got a way to get that old loot outta you

YOU CAN WIN a BIG 15" SILVER CUP as I just did with YOUR NAME engraved on it!



MELVIN TENDON

AFTER

He Mailed Coupon Below is Cleveland

BEFORE

He Mailed Coupon



90 lb. Skeleton

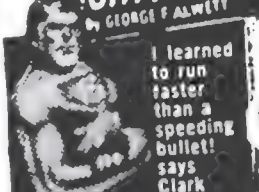
He says, I gained 70 lbs. of mighty muscle

"AMAZING SECRETS" course that will show you how to win \$100. This course entitled "ARMSTRONG'S RACING SHEET"



HOW TO MOLD A MIGHTY TOE

By GEORGE F. ALWETT



HOW TO MOLD A MIGHTY THUMB

By GEORGE F. ALWETT



HOW TO MOLD A MIGHTY ELBOW

By GEORGE F. ALWETT



HOW TO MOLD A MIGHTY PINKY

By GEORGE F. ALWETT



HOW TO MOLD A MIGHTY EYEBALL

By GEORGE F. ALWETT

heh heh EVEN IF THAT COUPON GETS LOST IN THE MAIL!

"I'm PROUD to be seen with Melvin NOW!" says Nellie. "Melvin can lift a 2700 lb. car. He can shoplift too. He amazes his friends!"

You'll be A Real ATHLETE in ALL SPORTS Soon after YOU mail Coupon.

EVEN IF THAT COUPON GETS LOST IN THE MAIL.

2 COME ON, PAL, NOW YOU give me 10 PLEASANT MINUTES A DAY IN YOUR OWN HOME like Jim did and I'll give YOU A NEW HE-MAN BODY for your OLD SKELETON FRAME

NO! I don't care how skinny or flabby you are. As long as you've got money! I'll make you OVER by the SAME method I turned myself from a wreck to the strongest of the strong. YES. I will reveal to you the secret of using the word "SHAZAM!"

"Congratulations, John! At last you mailed the coupon as EVERY MAN should. Soon You'll be as big and strong as I am," says Jim Fulflex to John Haffley

Develop YOUR 520 MUSCLES Eliminate ALL 13 odor areas.

YES! You'll see INCHES added to your ARMS and CHEST Your BACK and SHOULDERS broadened. From head to heels you'll gain SIZE, POWER, SPEED. For you see, we're going to ship you a BEE-HIVE Each bee-sting guaranteed to swell you an INCH.



LAST CHANCE-ALL FREE COUPON

1. FIVE COURSES 2. RACING FORM
3. ENVELOPE 4. STAMP

Tell Me How to Get Something For Nothing.

ALWETT INSTITUTE OF PHYSICAL TRAINING
9898 LATISMUS AVENUE, DELTOID, MUSCLESIPPI

"Alwett Courses greatest in World for Building All-around HE-MEN"

—Lord Greystroke alias Tarzan

FREE FREE FREE FREE FREE FREE
POTRZEBIE BOUNCES

NAME _____ AGE _____

ADDRESS _____ CITY _____ ZONE _____

STATE _____

ORIGINALLY PUBLISHED IN MAD #21, MAR 1955

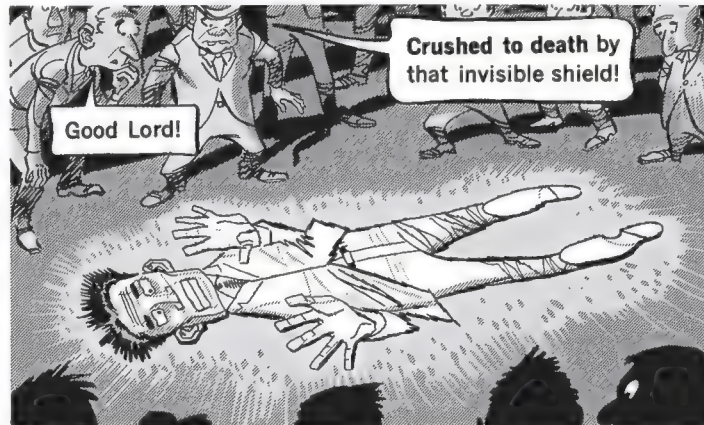
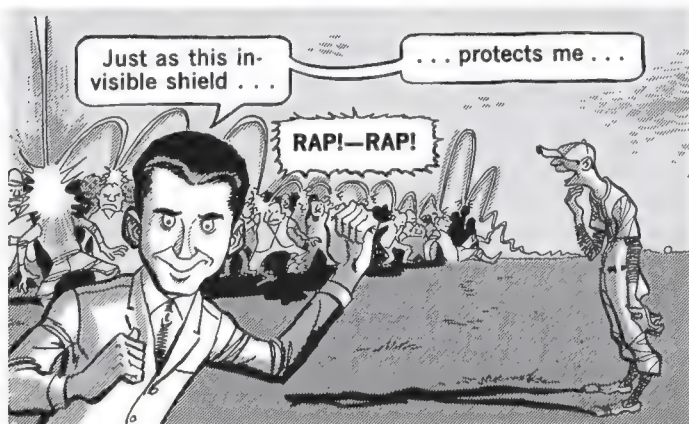
Mail Coupon in Time for FREE offer and PRIZES!



WE'D LIKE TO SEE

The Colgate Commercial

ARTIST JOE ORLANDO



**WEEKLY WORLD
NEWS**

THE WORLD'S ONLY RELIABLE NEWS

WWN STUDIOS FIRST FILM

**THE ZOMBIE
WEDDING**

COMING SOON!



BAT BOY FOUND IN CAVE

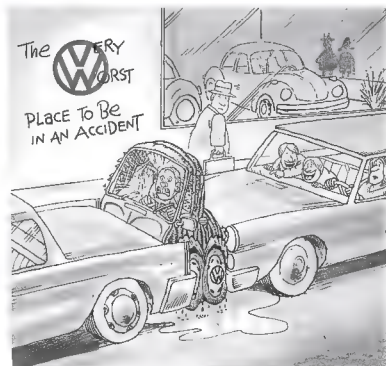
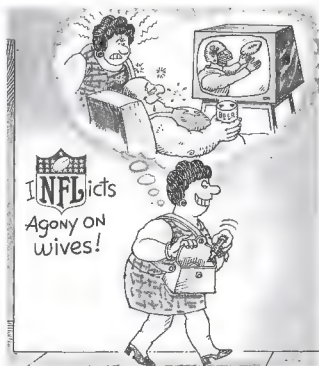
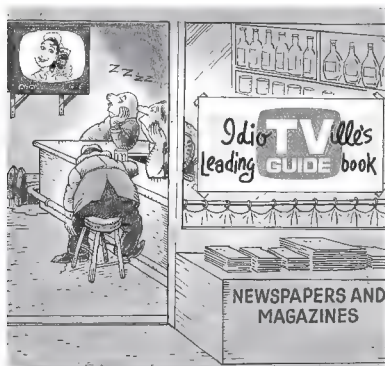
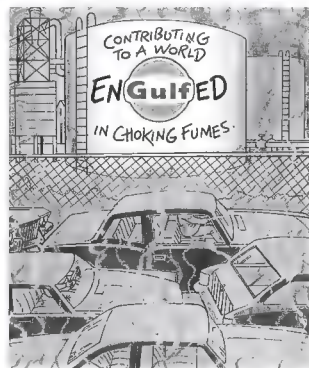
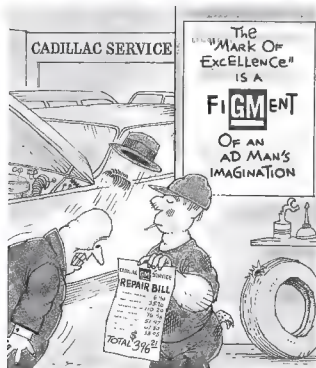


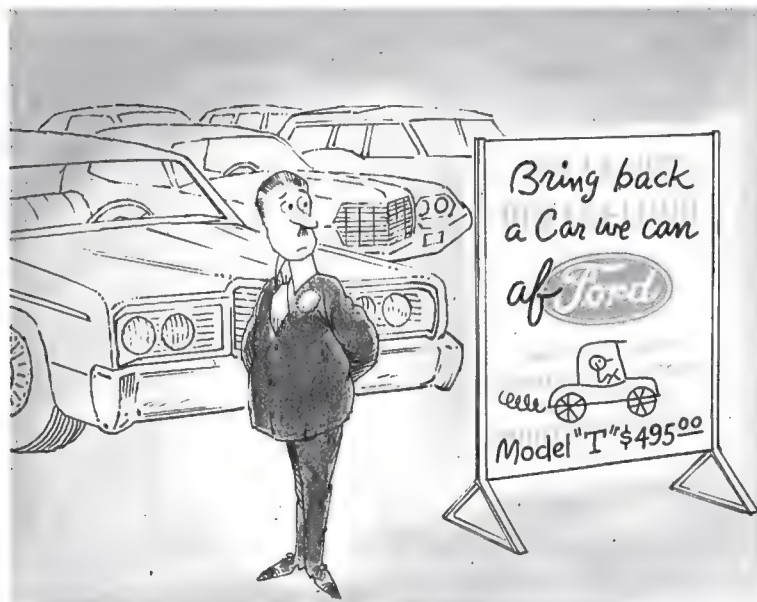
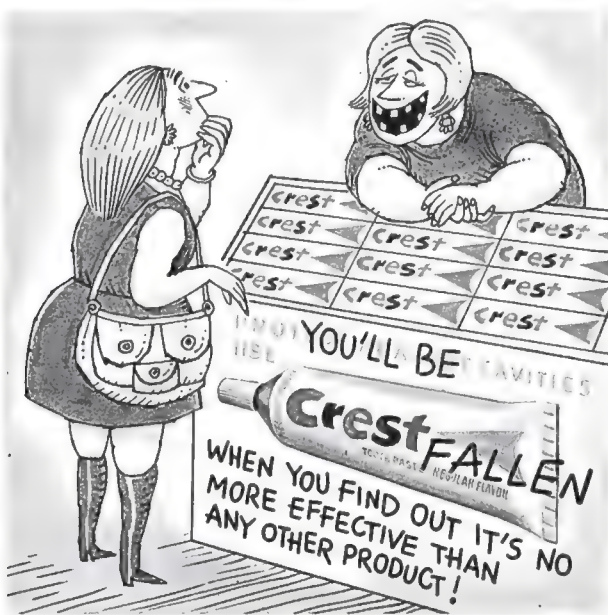
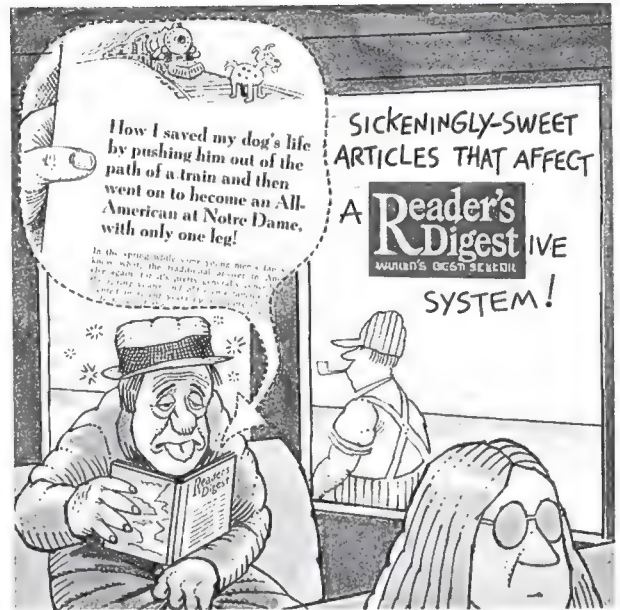
**SCAN ME! For our website stories,
social media, cool WWN merch
and our **FREE NEWSLETTER****
www.weeklyworldnews.com

Spray cans and magic markers are changing the face of America. Every day, new bits of irreverence MAD shudder to think what might happen if those Graffiti Rascals ever started attacking that holy are added to trains, buses, buildings and any other available public surface. We at of holies, the Corporate Signature. Here are some of the horrors (heh-heh!) that could occur with

TRADEMARK GRAFFITI

WRITER & ARTIST
AL JAFFEE





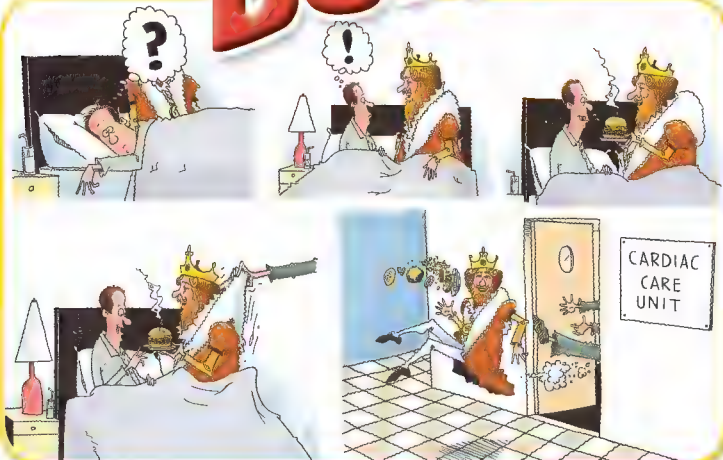
ORIGINALLY PUBLISHED IN MAD #169, SEP. 1974



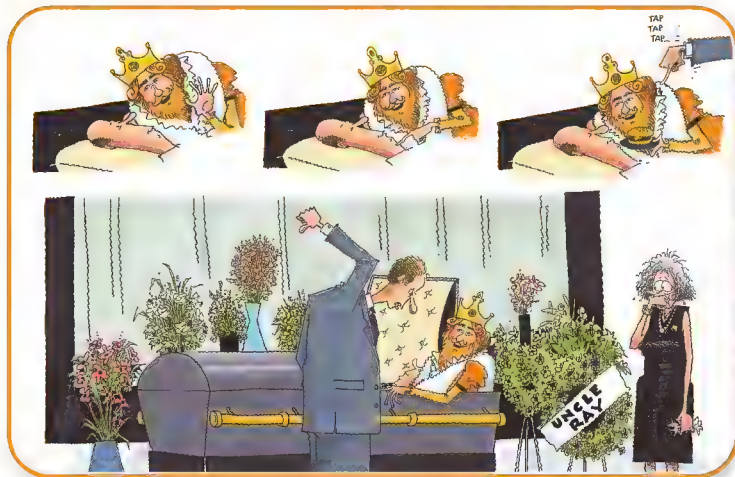
Right now, the Burger King is unavoidable. He's on TV, he's in print ads, he's on the internet—this is the most attention a creepy, plastic-faced weirdo has gotten since the last Michael Jackson trial. At this rate, we dread opening up the comics page for fear of finding...

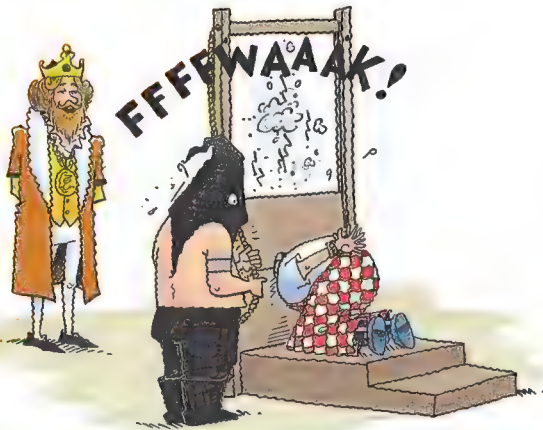
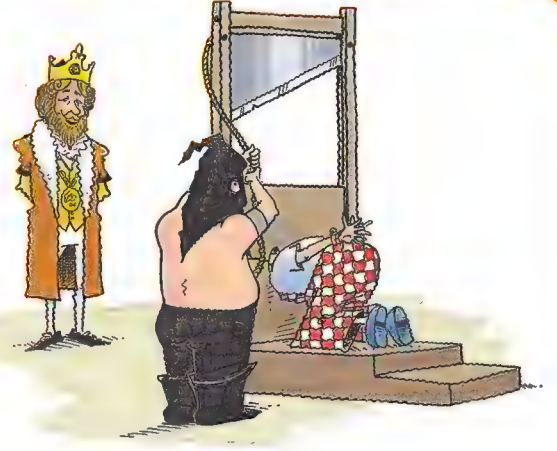
JOHN CALDWELL'S

BURGER KING FUNNIES

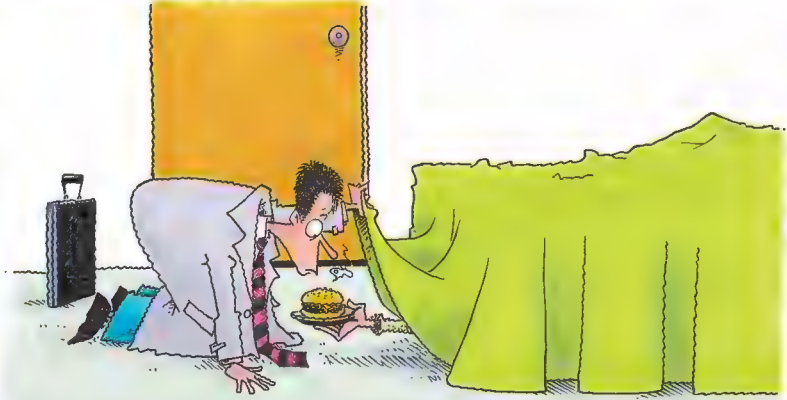
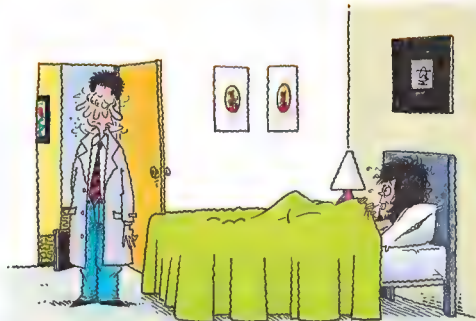
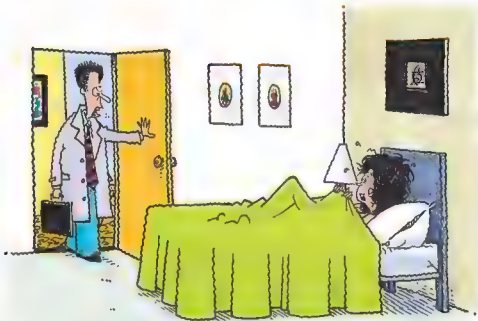


WRITER & ARTIST
JOHN CALDWELL





ORIGINALLY PUBLISHED IN MAD #464, APR 2006





MAD'S Consumer Believe It or Nuts!



MRS MABEL DUCK

of Blickflicky, Wyoming,
CLIPPED A DOZEN
MONEY SAVING COUPONS
OUT OF THE **NEWSPAPER!**
UPON ARRIVING AT THE
SUPERMARKET, SHE FOUND
EVERY SINGLE ITEM IN STOCK
IN THE **PROPER SIZE** AND WAS
ABLE TO GET THEM ALL AT THE
DISCOUNTED PRICES!

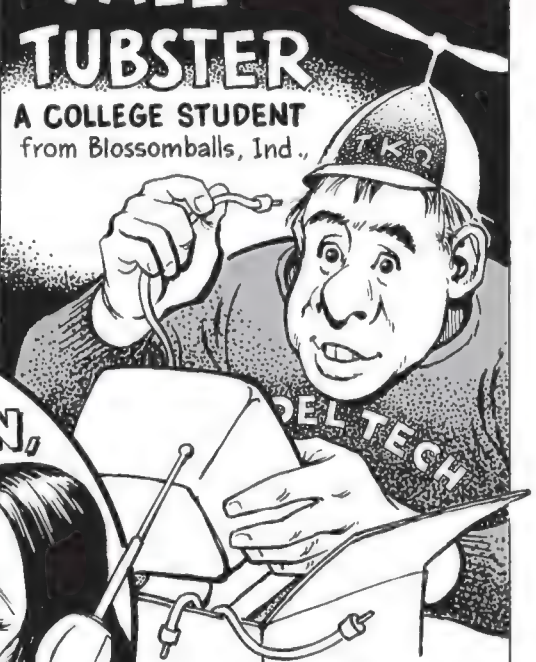
ELENORE POMERANIAN,

of Cuthbert City, NJ,
BOUGHT A
CORDLESS PHONE
THAT PROVIDED
STATIC-FREE, CRYSTAL
CLEAR RECEPTION FROM
EVERY ROOM
IN HER HOME!



YALE TUBSTER

A COLLEGE STUDENT
from Blossomballs, Ind.,



BOUGHT A NEW **COMPUTER**
TO HELP WITH HIS SCHOOL WORK.
AFTER UNPACKING IT, HE
MIRACULOUSLY DISCOVERED
THAT **EVERY CABLE, MANUAL**
AND **CONNECTOR** HE NEEDED WAS
ACTUALLY INCLUDED IN THE **BOX!**

LANCE RIVERS

of Mantrasuck, Nebraska,
CALLED UP FOR CABLE TV



AND THE COMPANY TOLD HIM THE **EXACT**
DATE AND TIME OF INSTALLATION
SO HE WOULDN'T BE STUCK AROUND
THE HOUSE WAITING ALL DAY!
EVEN **MORE INCREDIBLE** WAS THAT
THE CABLE INSTALLERS
ACTUALLY KEPT THE APPOINTMENT!

SARA ANN THORNLICKE,

SAW AN AIRLINE ADVERTISEMENT
FOR AN UNBELIEVABLY LOW
SUPER-SAVER
FARE!



UPON CALLING THE AIRLINE, NOT ONLY
WAS SHE ABLE TO PURCHASE THE
TICKET FOR THE LOW PRICE, BUT SHE
MANAGED TO GET THE EXACT DATE,
TIME AND FLIGHT THAT SHE WANTED,
NO STRINGS ATTACHED!

BILL FLIPPERGAST

of Cretinville, Texas,
CALLED THE
DEPARTMENT
OF
MOTOR VEHICLES
AND GOT THROUGH
ON THE
VERY FIRST TRY!



EVEN MORE
SURPRISING,
THE CLERK HE
SPOKE TO WAS
WARM, COURTEOUS
AND **HELPFUL!**

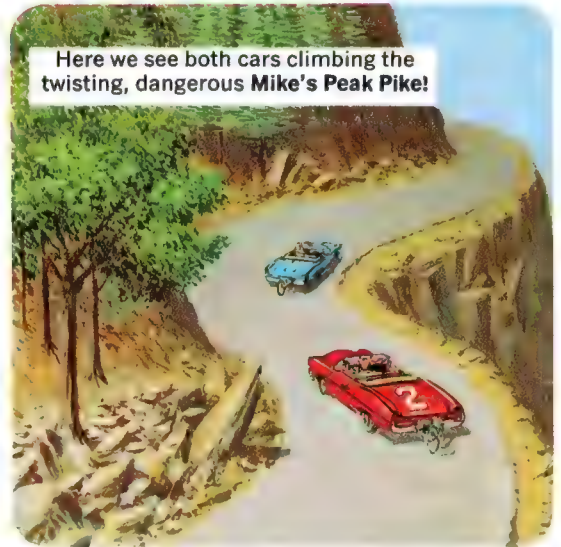
A TV AD WE'D LIKE TO SEE

The Shill Gasoline Commercial

Here we are at the base of famous Mike's Peak with two identical cars. Both cars are using the same measured amount of Shill Premium gas. The only difference is—car No. 2 has the mileage ingredient "Flatformate"!



Here we see both cars climbing the twisting, dangerous Mike's Peak Pike!



WRITER LOU SILVERSTONE ARTIST GEORGE WOODBRIDGE

Wait! Car No. 1 is coming to a stop! It has run out of gas!



We'll put up this banner to mark the exact spot where Car No. 1 stopped! And now, here comes Car No. 2...



Yes, folks! Car No. 2 with "Flatformate" goes right past the spot where Car No. 1 ran out of gas...



... and keeps on going!



I JUST PUT A GAS STATION ATTENDANT IN MY TANK!



ORIGINALLY PUBLISHED IN MAD # 92, JAN 1965

A MAD AD PARODY
ARTIST BOB CLARKE

MAINLY BECAUSE I GOT SICK AND TIRED OF BEING EXPLOITED!

1 First there was that idiotic Tiger on all them boxes of Sugar Frosted Flakes—used by

2 Then came them ads for those Tiger paw tires on Pontiac's GTO Tiger to sell you

3 Then there's that ridiculous broad lying all over the Tiger skin on TV for

4 And finally there's this stupid idea of putting a Tiger in your car's tank by using

Kellogg's

U.S. Royals

'TOP
BRASS'

HUMBLE 

WELL, THAT'S THE LAST STRAW! HONESTLY, I'M JUST FED UP WITH MADISON AVENUE'S PREOCCUPATION WITH TIGERS! NOW, MAYBE THEY'LL THINK TWICE BEFORE THEY COME OUT WITH ANOTHER ADVERTISING CAMPAIGN FEATURING ME!

Does this ad look blurred to you?

It should look blurred to you. Mainly because it really is blurred. We photographed it out of focus on purpose, and we're printing it exactly like this in millions of magazines all over the country.

Why are we doing this? So you'll strain your eyes to read it, that's why!

We're also running ads with blurred pictures—so you'll strain your eyes on them, too!

We figure if you strain your eyes hard enough on all our ads, you'll end up needing glasses. Pretty sneaky, eh?

Well, it was the best way we could think of to get you into our offices and shops so we could take you for plenty by overcharging for lenses and frames and eye-drops and like that. We, being all the greedy Optometrists & Oculists in the Better Vision Business Assoc.

A MAD AD PARODY

ARTIST JOHN PUTNAM

ORIGINALLY PUBLISHED IN MAD #52, OCT 1965

STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION

1. Publication Title: MAD. 2. Publication No.: 324-520. 3. Filing Date: November 4, 2023. 4. Issue Frequency: Bi-monthly. 5. Number of Issues Published Annually: 6. 6. Annual Subscription Price: \$19.99. 7. Complete Mailing Address of Known Office of Publication: MAD, 4000 Warner Blvd., Bldg. 700 2nd Floor, Burbank, CA 91522. Contact Person: Dustin Kitchens. Telephone: 818-640-5822. 8. Complete Mailing Address of Headquarters or General Business Office of Publisher: MAD Magazine/DC Comics, 4000 Warner Blvd., Bldg. 700 2nd Floor, Burbank, CA 91522. 9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor: Publishers: Anne DePies and Jim Lee, 4000 Warner Blvd., Bldg. 700 2nd Floor, Burbank, CA 91522. Managing Editor/Art Director: Suzy Hutchinson, 4000 Warner Blvd., Bldg. 700 2nd Floor, Burbank, CA 91522. 10. Owner: E.C. Publications, Inc., wholly owned by Warner Comm., LLC, a publicly held corporation. Complete Mailing Address: E.C. Publications, 4000 Warner Blvd., Bldg. 700 2nd Floor, Burbank, CA 91522. 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: None. 12. Publication Title: MAD. 13. Issue Date for Circulation Data Below: February, 2024, MAD 35. 14. Extent and Nature of Circulation: a. Total Number of Copies (Net Press Run): Average No. Copies Each Issue During Preceding 12 Months: 25,816. No. Copies of Single Issue Published Nearest to Filing Date: 22,993. b. Paid Circulation (By Mail and Outside the Mail): (1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies): 8; 8. (2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies): 21,821; 23,719. (3) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS*: 3,000; 3,400. (4) Paid Distribution by Other Classes of Mail Through the USPS (e.g. First-Class Mail®): 0; 0. c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4)): 24,829; 27,167. d. Free or Nominal Rate Distribution (By Mail and Outside the Mail): (1) Free or Nominal Rate Outside-County Copies included on PS Form 3541: 2; 3. (2) Free or Nominal Rate In-County Copies included on PS Form 3541: 0; 0. (3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g. First-Class Mail): 700; 711. (4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means): 0; 0. e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4)): 702; 714. f. Total Distribution (Sum of 15c and 15e): 25,531; 27,881. g. Copies not Distributed: 0; 0. h. Total (Sum of 15f and g): 25,531; 27,881. i. Percent Paid (15c divided by 15f times 100): 97.25%; 97.43%. 15. Electronic Copy Circulation a. Paid Electronic Copies: Average No. Copies Each Issue During Preceding 12 Months: 480. No. Copies of Single Issue Published Nearest to Filing Date: 480. b. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a): 24,829; 27,167. c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a): 25,531; 27,881. d. Percent Paid (Both Print & Electronic Copies) (16b divided by 16c x 100): 97.22%; 97.43%. I certify that 50% of all my distributed copies (electronic and print) are paid above a nominal price. 17. Publication of Statement of Ownership: Will be printed in the February 2024 (#35) issue of this publication. 18. I certify that all information furnished on this form is true and complete.

Anne DePies, General Manager, MAD, November 4, 2023

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WHAT GROUP
HAS LONG BEEN
THE VICTIM
OF FALSE
ADVERTISING?

HERE WE GO WITH AN ALL-NEW **MAD FOLD-IN**

Advertising is all about story-telling. When a product has a compelling enough story, people are far more likely to buy it. However, when it's taken too far, some groups suffer dire consequences. To see one that has consistently been exploited by this practice, fold in as shown.

SWIPE FROM B TO A TO FOLD

A



B

A

B



BRAZEN SWINDLERS' SUCCESSFUL SCHEMES UNDERMINE
THE HONEST EFFORTS OF LEGITIMATE BUSINESSES.
SHREWD MARKETERS OF BOGUS PRODUCTS NEVER SKIMP
ON ADVERTISING—IT'S EXTREMELY EFFECTIVE BAIT.

A

WRITER & ARTIST: JOHNNIE SIMPSON

B

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SWIPE FROM B TO A TO FOLD

A



B

A

B

FOUNTAIN OF YOUTH®

ONE SIP AND
YOU'LL FLIP!

ENERGY DRINK

AS SEEN ON
TV



IN STORES NOW!

**GUARANTEED
RESULTS!!!**

BRAZEN SWINDLERS' SUCCESSFUL SCHEMES UNDERMINE
THE HONEST EFFORTS OF LEGITIMATE BUSINESSES.
SHREWD MARKETERS OF BOGUS PRODUCTS NEVER SKIMP
ON ADVERTISING—IT'S EXTREMELY EFFECTIVE BAIT.

WRITER & ARTIST JOHNNY SANDROW

A

B

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A

B

**FOUNTAIN
OF
YOUTH®**
ENERGY DRINK

ONE SIP AND
YOU'LL FLIP!

AS SEEN ON
TV

IN STORES NOW!

**GUARANTEED
RESULTS!!!**

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SHREWD MARKETERS OF BOGUS PRODUCTS NEVER SKIMP
ON ADVERTISING—IT'S EXTREMELY EFFECTIVE BAIT.

WRITER & ARTIST: JONNY SAMPSON

A

B

WHAT GROUP
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THE VICTIM
OF FALSE
ADVERTISING?

HERE WE GO WITH AN ALL-NEW MAD FOLD-IN

Advertising is all about story-telling. When a product has a compelling enough story, people are far more likely to buy it. However, when it's taken too far, some groups suffer dire consequences. To see one that has consistently been exploited by this practice, fold in as shown.

SNIP FROM B TO A TO FOLD

A

B



A

B



BRAZEN SWINDLERS' SUCCESSFUL SCHEMES UNDERMINE
THE HONEST EFFORTS OF LEGITIMATE BUSINESSES.
SHREWD MARKETERS OF ROGUE PRODUCTS NEVER SKIMP
ON ADVERTISING-IT'S EXTREMELY EFFECTIVE BAIT.

A

B

WHAT GROUP
HAS LONG BEEN
THE VICTIM
OF FALSE
ADVERTISING?

HERE WE GO WITH AN ALL-NEW
MAD FOLD-IN

Advertising is all about story-telling. When a product has a compelling enough story, people are far more likely to buy it. However, when it's taken too far, some groups suffer dire consequences. To see one that has consistently been exploited by this practice, fold in as shown.

SWIPE FROM B TO A TO FOLD

A

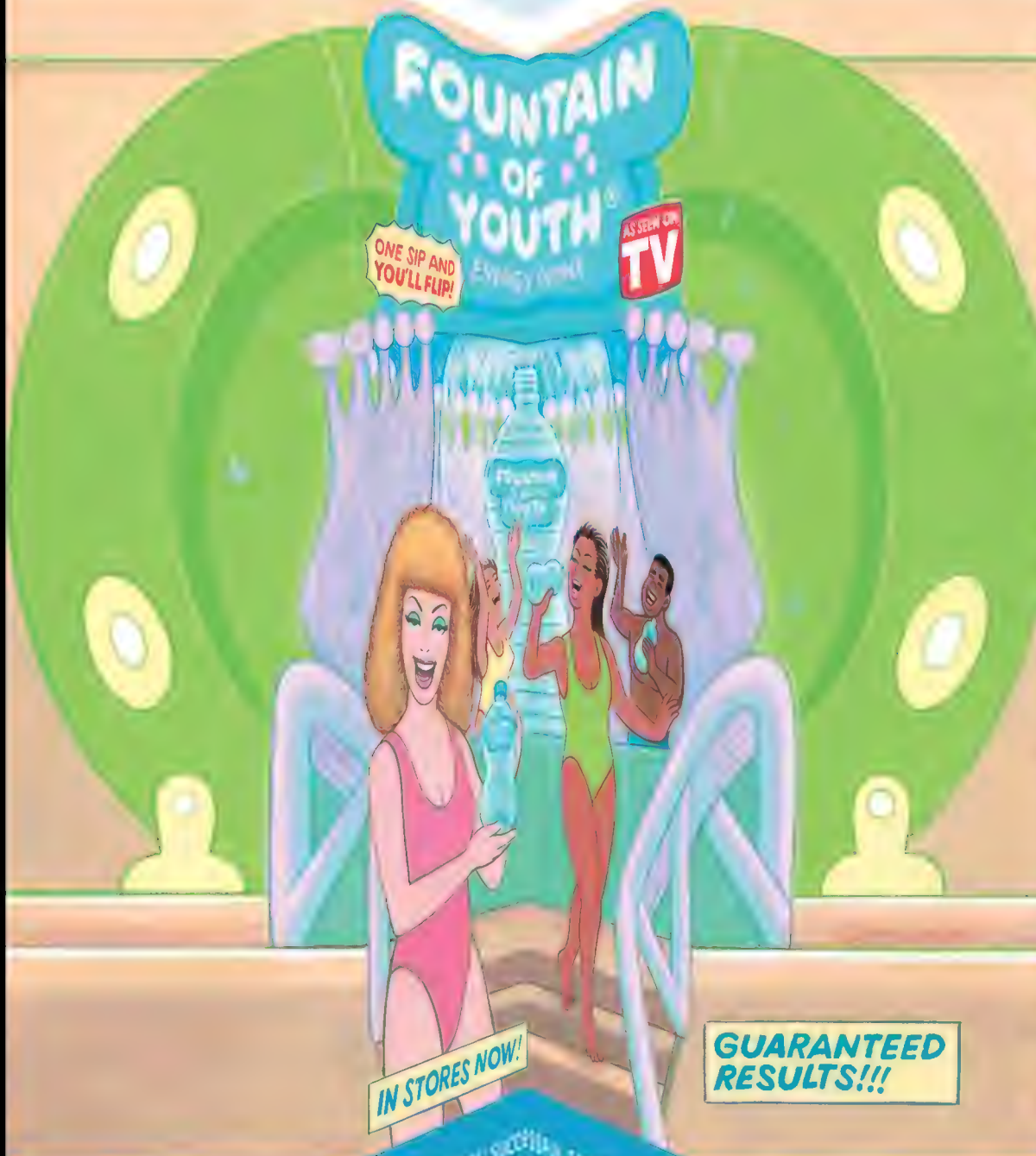


B



A

B



BRAZEN SWINDLERS' SUCCESSFUL SCHEMES UNDERMINE
THE HONEST EFFORTS OF LEGITIMATE BUSINESSES
SHREDDING MARKETERS OF BODY PRODUCTS NEVER SKIMP
ON ADVERTISING-IT'S EXTREMELY EFFECTIVE BAIT

A

B

HERE WE GO WITH AN ALL-NEW
MAD FOLD-IN
Advertising is all about
getting your message
in front of the right
people. It's often a
total mess. But with
Mad Fold-In, a compelling
message is always where
it needs to be. To see
how it works, visit
www.madfoldin.com



A

 B

ONE SIP AND
YOU'LL FLIP!

IN STORES NOW

**GUARANTEED
RESULTS!!!**

BRINE

SHRIMP

A

B

WHAT GROUP
HAS LONG BEEN
THE VICTIM
OF FALSE
ADVERTISING?

SWIPE FROM B TO A TO FOLD



A B



**GUARANTEED
RESULTS!!!**

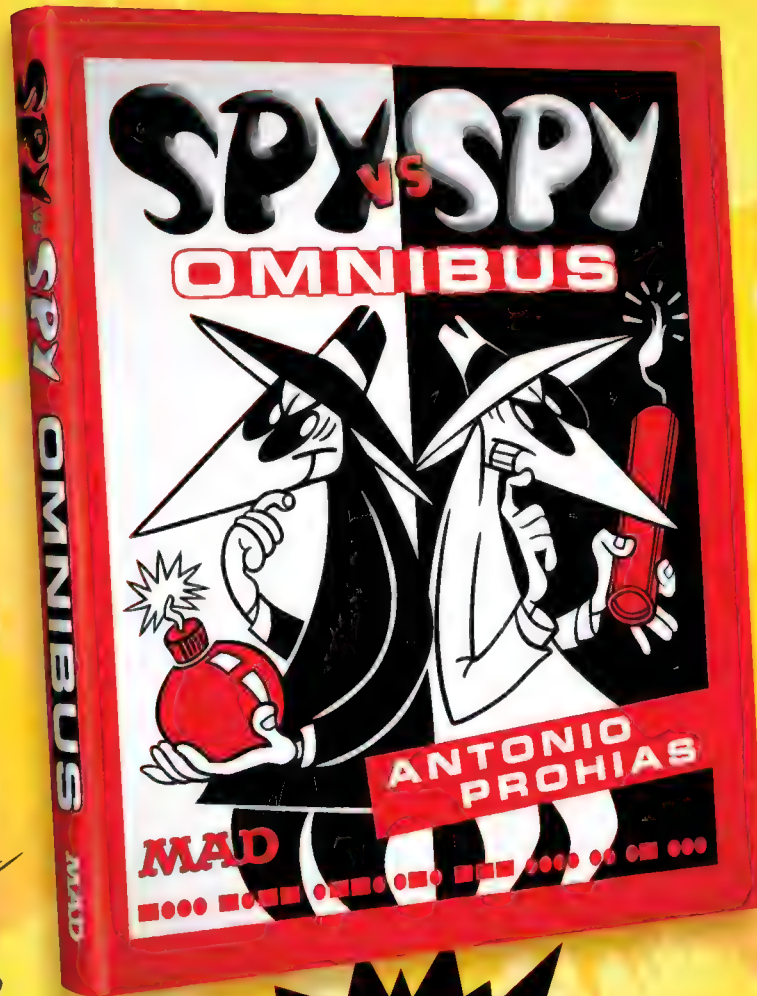
BRINE

SHRIMP

A B

YOUR ASSIGNMENT
IF YOU CHOOSE TO ACCEPT IT...
BUY THIS BOOK!

MAD



**KINDA
CHEAP!**

BOOM

THE DIABOLICAL DUO OF DOUBLE-CROSS
AND DECEIT RETURN TO PRINT IN THIS OMNIBUS
COLLECTING 50 YEARS OF SPY VS. SPY!

ON SALE NOW

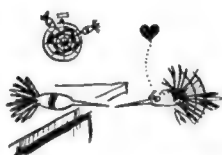
THIS AD WILL SELF-DESTRUCT IN 10 SECONDS!



DRAWN OUT DRAMAS

BY

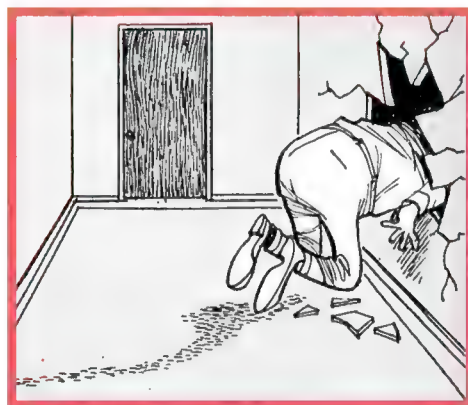
SERGIO ARAGONES



MAD

DIGITAL EDITION BONUS MATERIAL!

Do TV commercials drive you through the wall? Here is some extra advice on how to deal with those maddening, money mooching corporate sponsors from MAD #81, September 1963.



Al Jaffee's directs us to one more place to get bombarded by profit-oriented, visual impositions with the Fold-in from MAD #297, September 1990.



STEPPING AWAY FROM THE PITCH DEPT.

When you watch television, and the "Commercial-Break" comes on, do you just sit there stupidly, listening to idiotic advertising claims? Did you ever stop to figure out that you waste 120 to 150 seconds every time that happens? Aren't there more important things you could be doing in that time—like making a snack, or going to the "john", or taking care of other neglected chores? Well, now that TV Commercial-Breaks are becoming longer and more frequent, your editors feel that it is imperative that we present to the public:

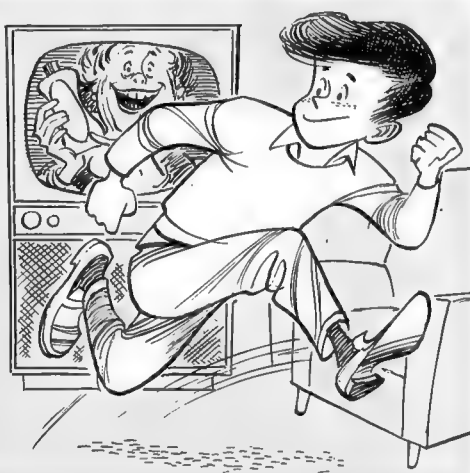
THE MAD PLAN FOR BEATING TV COMMERCIAL-BREAKS

ARTIST: BOB CLARKE WRITER: AL JAFFEE

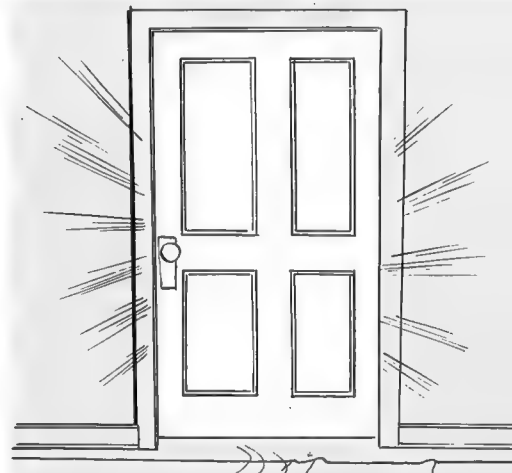
MAD EXPERT DEMONSTRATES EFFECTIVE USE OF TV COMMERCIAL-BREAK TIME



Value of intense training is shown by expert. Sensing impending commercial-break, he assumes a "ready" position.



As opening shot of commercial flashes on TV screen, MAD expert blasts off on well-planned 120-second mission.



First stop is Bathroom—where expert performs chore he has practiced and perfected to last exactly 24 seconds.

Second stop is his Bedroom—where he answers three Homework questions, or studies one paragraph in 42 seconds.



Next stop is Kitchen—where he makes 2 Baloney-and-Cheese sandwiches, and pours a glass of milk in 49 seconds.



Last stop is back into TV seat—with food from Kitchen—in 5 seconds flat ... just in time for resumed program.



NEW MAD PRODUCTS FOR USE DURING TV COMMERCIAL-BREAKS

People in top physical condition can get around much faster and accomplish a lot more than people who are older and slower. MAD plans to introduce special aids for these slower people to help them make the most of TV Commercial-Break time. These devices will also help the people in top physical shape by cutting down the accident rate during those moments of wild dashing around.

THE CORNER GRAB-BAR

Old Way



As Commercial-Break comes on, viewer bolts from chair, heads for kitchen.

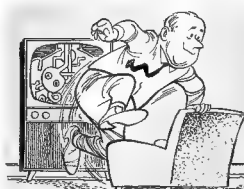


Due to inertia, viewer loses precious time making wide turn rounding corner.

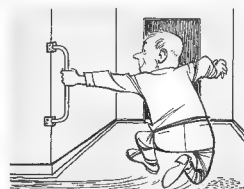


Even sadder is when he loses balance, hits wall, and misses rest of program.

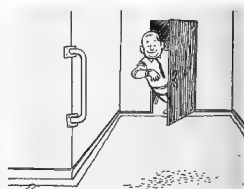
New Way—with Corner Grab-Bar



Viewer again bolts from chair, heads for that tricky, treacherous corner—



But this time, "grab-bar" is there—and he can make tight, graceful turn.



Hurled safely in right direction, he also shaves 4 secs. off his best time.

ELECTRIC-EYE DOOR-OPENER

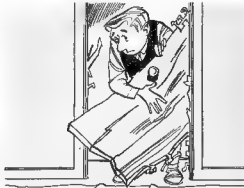
Old Way



As Commercial-Break comes on, viewer bolts from chair and heads for door.



When he gets to door, he has to stop and pull it open, losing $3\frac{1}{2}$ seconds.



Sometimes he forgets, and pushes door open, losing \$20.00—for a new door.

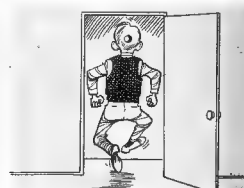
New Way—with Electric-Eye Door-Opener



As commercial comes on, viewer jumps up, breaking electric eye light beam.

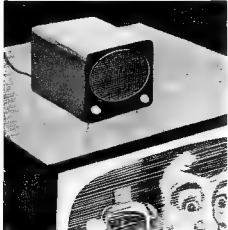


Broken light beam automatically opens door in plenty of time for viewer...



And he passes through safely, saving time and money... and mainly, injury.

THE WARNING BUZZER



Attaches to TV set. Operates when it picks up extra-loud irritating volume of commercial, automatically shutting off sound. 10 seconds before program is about to resume, sets off warning buzzer. Good for taking quickie naps.

THE TELEPHONE CUT-OFF



Attaches to your telephone. When any call lasts longer than a Commercial-Break, just press the special button which produces noisy interference on the phone lines, giving you a perfect excuse to get off and back to TV set.

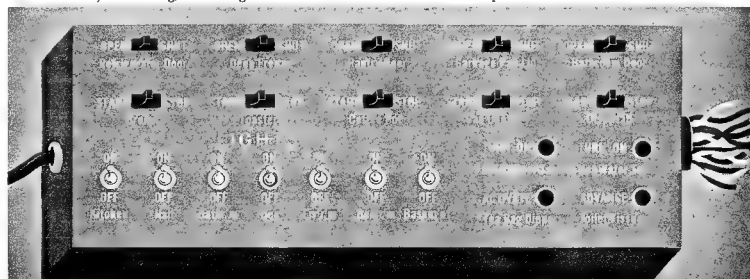
SURE-GRIP OVERSHOES



These soft rubber soles fit over your shoes and make it possible to execute swift, safe, silent movements during "commercial dash". Highly recommended for large families that sound like a thundering herd stampeding thru house.

MASTER CONTROL PANEL

This is a somewhat elaborate and expensive item, but well worth it for those who want to save up to 50% more time. As Commercial Break comes on, viewer presses appropriate button. By the time he arrives at his destination, things are ready and waiting, eliminating much wasted effort. A custom-made hook-up can be designed for individual needs.



SPECIAL MAD TV GUIDE LISTS COMMERCIALS

Tells exactly when commercials are scheduled, how long they will last, and suggests things that can be accomplished during each.

MAD'S TV COMMERCIAL GUIDE

JUNE 28-JULY 5 15c

SPECIAL IN THIS ISSUE:
Ten Wonderful New Games
To Play During
TV Commercial-Breaks



MONDAY

AFTERNOON

- 1:59:00 1 QUAKER OATS (60 sec.)
- 2 2 JUNE (60 sec.)
- 3 3 HAMILTON DRYER (60 sec.)
- 4 4 VAN HUSEN SHIRT (60 sec.)
- 5 5 ROTO-ROOTER SWEET (60 sec.)
- 2:00:00 6 6 STATION BREAK (10 sec.)
- 7 7 STATION BREAK (10 sec.)
- 8 8 STATION BREAK (10 sec.)
- 9 9 STATION BREAK (10 sec.)
- 2:00:10 10 10 STATION BREAK (10 sec.)
- 11 11 "THE NURSES" PROMO (20 sec.)
- 12 12 "MR. KILGARY" PROMO (20 sec.)
- 13 13 "OPEN END" PROMO (20 sec.)
- 14 14 "DICK CLARK" PROMO (30 sec.)
- 2:00:30 15 15 "CHANNEL 11" PROMO (20 sec.)
- 16 16 FELS NAPHTHA (60 sec.)
- 17 17 BORAX COLOR (60 sec.)
- 18 18 DRISTAN (60 sec.)
- 2:01:30 19 19 FALMOLIVE (60 sec.)
- 20 20 "CHANNEL 11" PROMO (20 sec.)
- 2:02:00 21 21 CANNON TOWERS (60 sec.)
- 22 22 NAVY RECRUITING (60 sec.)
- 2:02:30 23 23 SARAH WARR (60 sec.)
- 2:03:00 24 24 CONQUESTAID COLOR (60 sec.)
- 25 25 ALKA SELTZER (60 sec.)
- 2:03:30 26 26 "DICK CLARK" PROMO (30 sec.)
- 27 27 ALPO 666 FROG (60 sec.)
- 2:04:00 28 28 "CHANNEL 11" PROMO (20 sec.)
- 29 29 BOOK OF THE MONTH (60 sec.)
- 2:04:30 30 30 NESTLE'S COFFEE (60 sec.)
- 31 31 QUICK (60 sec.)
- 2:05:00 32 32 ROTO-ROOTER (60 sec.)
- 33 33 MURINE (60 sec.)
- 34 34 SLEEPZEE (60 sec.)
- 2:05:30 35 35 BRAND SLEEPZEE (60 sec.)
- 36 36 FINK'S USED CARS (60 sec.)
- 2:06:00 37 37 STATION BREAK (10 sec.)
- 38 38 "CHANNEL 11" PROMO (20 sec.)
- 2:06:30 39 39 HELENE CURTIS (60 sec.)
- 40 40 SHOOTING (60 sec.)
- 2:07:00 41 41 SUNSHINE (60 sec.)
- 42 42 "DICK CLARK" PROMO (30 sec.)
- 43 43 ROTO-ROOTER (60 sec.)

TUESDAY

- 2:28:00 1 1 RONZONI (60 sec.)
- 2 2 BIFFERIN (60 sec.)
- 3 3 MANICSWITZ WINE (60 sec.)
- 2:29:00 4 4 PLAYTEX BRA (60 sec.)
- 5 5 KLEENEX (60 sec.)
- 6 6 GOODYEAR TIRES (60 sec.)
- 7 7 RITZ COOKIES (60 sec.)
- 2:30:00 8 8 MELVIN'S BOOKIE JOINT (60 sec.)
- 9 9 STATION BREAK (10 sec.)
- 10 10 STATION BREAK (10 sec.)
- 11 11 STATION BREAK (10 sec.)
- 2:30:10 12 12 "EB SULLIVAN" PROMO (20 sec.)
- 13 13 "EAR SH" PROMO (20 sec.)
- 14 14 "OPEN END" PROMO (20 sec.)
- 2:30:30 15 15 "CHANNEL 11" PROMO (20 sec.)
- 16 16 STATION BREAK (10 sec.)
- 17 17 MINUTE RICE (60 sec.)
- 2:31:00 18 18 UNCLE BEN'S RICE (60 sec.)
- 19 19 CAROLINA RICE (60 sec.)
- 20 20 DICK CLARK'S RICE (60 sec.)
- 2:31:30 21 21 ROTO-ROOTER (60 sec.)
- 22 22 FORD MOTOR CO. (60 sec.)
- 23 23 CRYSTAL CARS (60 sec.)
- 24 24 MACK TRUCKS (60 sec.)
- 2:32:00 25 25 "DICK CLARK" PROMO (30 sec.)
- 26 26 FINK'S RICE (60 sec.)

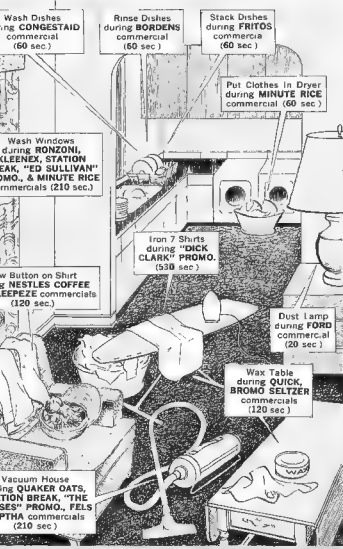
BEST BET FOR GETTING THINGS DONE "THE TONIGHT SHOW"



JAM-PACKED WITH COMMERCIALS

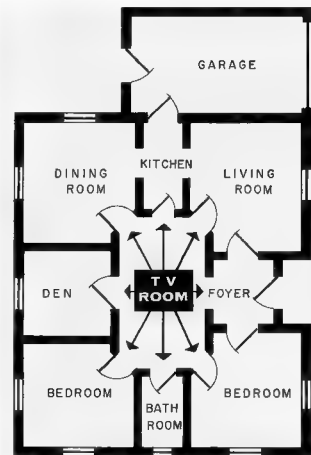
24 120-Sec. Breaks This Evening!
Plenty of time to do the million-end-of things
you've been putting off—and still see a great show!

TV COMMERCIAL GUIDE



MAD-DESIGNED HOME IS SPECIALLY ORIENTED TO TV COMMERCIAL-BREAKS

The "MAD TV Home" is specially designed for people who want to make the best use of TV Commercial-Break time. Note that centrally-located TV Room has doors leading to every other room in house. This design makes it as easy to dash into the kitchen for a quick "mad" as it is to rush pell-mell into the bedroom to make up a bed.



POPULAR OLD GAMES RE-DESIGNED TO FIT TV COMMERCIAL-BREAK TIME SCHEDULES

Many people have nothing in particular to do during TV Commercial-Breaks, but that's no reason to abandon them to the sickening fate of having to watch the disgusting things. Besides, TV itself has already cut down sharply on the amount of time people used to spend playing games. Although full-size games would be interrupted too often, these old favorites have been re-designed by MAD so that an entire game can be completed during a Commercial-Break.

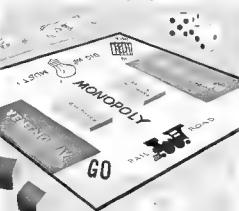
Checkers



Scrabble



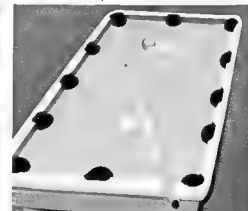
Monopoly



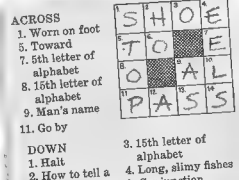
9-Card Deck



12-Pocket, 3-Ball Pool Table



Cross-Word Puzzle



WHAT IS
THE MOST
SICKENING
TREND IN
MOVIES
TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Just when you think the movie industry has shown every revolting possibility on the screen, the diabolical fiends seem to come up with a new outrage! To find out what their latest bit of vile work is, simply fold in page as shown in diagram on right.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO "A" MEETS "B"



COMPLAINTS ARE MOUNTING AGAINST FILMMAKERS WHO SHOW MERCILESS VILLAINS, VULGAR SEX, AND SICK TWISTED MORALS IN THEIR FILMS. NEW LAWS MAY SOON PUT THEM IN ROUGH WATERS.

A ►

WRITER & ARTIST AL JAFFEE

◀ B

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WRITER & ARTIST AL JAFFEE

A ▶

◀ B

WHAT IS THE MOST SICKENING TREND IN MOVIES TODAY?

HERE WE GO WITH ANOTHER BODILIOUS MAD FOLD-IN

Just when you think the movie industry has shown every revolting possibility on the screen, the diabolical fans seem to come up with a new outrage! To find out what their latest bit of vile work is, simply fold in page as shown in diagram on right.



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COMPLAINERS ARE MOUNTING AGAINST FILMMAKERS WHO SHOW MER-
CILESS VILLAINS, POLICE SEX, AND SLEAZE TWISTED MORALS
IN THEIR FILMS. NEW LAWS MAY STOP THEM IN ROUGH WATERS.

A ▶

◀ B

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FOLD PAGE OVER LIKE THIS!

A ►◄ B

FOLD BACK SO "A" MEETS "B"



COMMER-
CIALS
IN THEATERS.
A ►◄ B

